

Forward 2040 Advisory Co

Name

1.	Michael Dardis
4.	John Crampton
7.	Daniel Stirratt
16.	Michelle Wiersma
17.	Sara Jacobs
23.	Manjeet Singh
32.	Kristopher Dorn
35.	Brent Miller
36.	Monica Wehba
38.	John Stanley
47.	Alba Nelly Korman
48.	Paige Rohman
50.	Deanna White
53.	Briana Eicheldinger
56.	Sara Thronndson
58.	Molly Rink
59.	Natania Swirski
60.	Suzanne Smith
61.	Carlos Diego Maciel-Montes

Memorandum

To: Ms Denise Dargan
From: Michael Dardis
Date: 9/23/16
Re: Supplemental Bloomington Forward 2040 information

SUMMARY OF WORK HISTORY, PROFESSIONAL AND PERSONAL ACTIVITIES

Over 33 years of work experience in health care delivery and financing, banking, materials management, urban planning and private business ownership.

Training in urban planning and business with degrees from the University of Minnesota. Negotiation training received at Purdue University. Licensed as a life, health and real estate agent in Minnesota for several years.

Worked as a Director at Blue Cross Blue Shield of Minnesota, Bank manager at F&M savings Bank Office manager at Abbott Laboratories, as an aide/intern at the Metropolitan Council and as a private business owner for eight years.

Professional and personal activities include Volunteer Disaster Coordinator for the American Red Cross St. Paul Chapter, Hennepin County volunteer probationary officer for two years, City of Bloomington Public Health Advisory Board member for six years serving as both Chair and Vice-Chair, Blue Cross Blue Shield of Minnesota Disaster Committee Chair and Volunteer of the Year 2004, United Way Program Review volunteer for two years, a long term supporter of both the VEAP food shelf and Cornerstone Counseling Services, and a team member of the group that working to establish an Environmental Sustainability Commission in Bloomington.

ISSUES FOR THE FUTURE OF BLOOMINGTON

Need to maintain and even improve the environmental assets of the city-water quality, green spaces and air. There is a need to address both the age of housing and the aging of the population base. Housing stocks must not be allowed to deteriorate and need to be expanded. Infrastructure –sewer, water supplies and streets must be maintained and improved as well as access to goods , services and transportation options. Further all this must be done while maintaining the city's history of a strong fiscal basis. The City will have to deal with substantially greater population density and much broader and greater population diversity. This density and population diversity must be more broadly spread over the city.

SUCCESS WOULD LOOK LIKE:

Bloomington would be a larger, more diverse city with a greater choice of housing, transportation, services and recreational options. These would be spread over the city and reflect the cultural and ethnic diversity of the population. The city would attract both workers and businesses because of the high quality of its transportation, recreational and other quality of life factors. Businesses would be attracted by the solid financial base, the modern and reliable infrastructure and a talented and trained employee pool.

WHAT DO I BRING TO THE COMMITTEE:

My extensive work and volunteer background allows me to understand a broad range of social/ economic /environmental issues. As a Bloomington resident for 40 years, a member of the City's Public Health Advisory Board for six years and involvement in other Bloomington charitable Organizations I'm already aware of many of the challenges the City will face in the upcoming years. My background in working and leading various groups will be of significant value on the 2040 Commission in addressing the City's needs for the future.

Michelle Wiersma

• Bloomington, MN • • •

Leadership Philosophy

As a leader, I am here to support those around me in both discovering what motivates them and makes them happy, and then helping them accomplish it. I do this by:

- Developing trusting relationships through active listening and both giving and requesting open and honest feedback.
- Showing others that I value them by willingly serving them and generously giving of myself, in an effort to both make them happy in their current situation and move them closer to the vision they have for themselves.
- Exhibiting a positive attitude and instilling hope in the possibilities of the future rather than the problems of the present.
- Facilitating a sense of community where everyone supports each other.

Accomplishments:

- Collaborated with HR and Senior Leadership, as co-chair of the Health Fitness Activities Committee, and received approval for and planned our first volunteer week where every team member in our office had the opportunity to participate in two 1 hour volunteer sessions throughout the week and complete it on company time. This resulted in approximately 150 volunteer hours for local non-profit organizations such as Bundles of Love, United Way and Be The Match.
- Designated as the Subject Matter Expert for Advising in the development of Health Fitness's new wellness platform that will support us in successfully delivering our wellness offerings to our clients and participants
- Developed an engagement focused training that resulted in an 11% increase in participants enrolling into our health coaching program within 3 months
- Successfully led a team in transferring over 40,000 appointments from outlook to a new scheduling tool with minimal impact to daily processes. Created new processes and trained a team of 100+ health advisors and coaches on how to use the new scheduling system.
- Reduced Health Advisor turnover from 75% in 2014 to 31% in 2015 by collaborating with Human Resources, Quality Assurance, and Recruiting to identify and take action on contributors to high health advisor turnover.
- Collaborated with the Vice President of Service Delivery at Health Fitness to propose, implement, and manage an in kind wellness program for an organization called Perspectives in St. Louis Park.
- Ensured full (or near full) compliance of the standards and elements under my review to support Health Fitness in successfully renewing their NCQA Accreditation.

Professional Experience:

Health Fitness- Bloomington, MN

Supervisor, Health Coaching and Advising (June 2013-Present)

Lead, Health Coaching and Advising (May 2012-June 2013)

Health Coach (September 2010-May 2012)

- Provide effective leadership to our coaching/advising team, which includes promoting and ensuring compliance with Coaching/Advising process and protocols in order to maintain a consistent, high quality product offering.
- Conduct regular check ins and annual reviews with 15-23 direct reports.
- Perform weekly and monthly performance audits to ensure acceptable levels of performance and create action plans as needed.
- Collaborate with the HC Manager and Quality Assurance Specialist to develop, implement, and monitor specific plan of action to improve individual coach and advisor quality and productivity. Responsible for carrying out the quality improvement plan of action with the individual coach/advisor to ensure that changes are being made and consistently followed.
- Conduct interviews, orientation to corporate call center, development of the new hire training agenda, and facilitate training as appropriate.
- Collaborate with other departments within Health Fitness to ensure our product is clearly understood and delivered with a high rate of client and participant satisfaction.
- Support with other projects and tasks that support the business objectives of Health Fitness.
- Provide participants with support telephonically and through the EMPOWERED coaching platform.

Life Time Fitness: Metabolic Specialist/Personal Trainer (July 2007-September 2010)
Bloomington, MN

- Conducted Life Lab monthly reviews, which included sales for metabolic testing, heart rate monitors, and RiskPoint assessments
- Attended regional meetings quarterly to discuss past performance and new initiatives
- Facilitated training of staff on Life Lab products to maintain a consistent branding of our product
- Conducted performance reviews with personal trainers and helped them create action plans
- Developed Life Lab marketing and conducted seminars to educate members on available products
- Consulted with clients on setting fitness goals, created an individualized program that would assist them in achieving those goals and encouraged lifelong behavior changes
- Maintained past and current client relationships through regular phone calls and e-mails

Student Athletic Trainer

Dordt College, Sioux Center, IA (Spring 2006-Spring 2007)

Trinity Christian College, Palos Heights, IL (Fall 2005)

- Performed ultrasounds and electrical stimulation on injured players
- Assisted athletes with injuries, physical therapy, and stretching

Education: Bachelor of Arts Degree- Exercise Science

Dordt College, Sioux Center, IA

Emphasis: Recreation

GPA: 3.9

Master of Public Health- Health Education
Kaplan University
GPA: 4.0

1. As you think about the future of Bloomington – its people, neighborhoods, commercial areas, natural areas, transit and transportation, role in the region – what are the issues and factors that you believe are the most important for the City Council, city commissions, and staff to be considering?

I'm going to be honest and say that this is a really hard question for me to answer without having seen the feedback we've received from the community. I try to keep up with the local happenings and political issues by reading the Bloomington newspaper, newsletter and email updates through the Bloomington website. I also have the Nextdoor app which allows me to stay more informed and connected with my neighbors and their needs and concerns. However I know there is much more going on in and around this city than what I'm able to see and hear by reading or participating in community events, and I hope our community members were willing to share those concerns with us through one of the many avenues that were used to give feedback.

A couple issues/factors that I have heard a lot about recently and should be considered as we're considering our vision for 2040 is the Bloomington educational system and street safety. As someone who has younger kids and has a lot of friends/neighbors with kids, something that I unfortunately hear about very frequently is that living in certain areas isn't even considered if it's connected to an undesirable school. Without having kids in school yet, I don't feel I can speak to the actual state of schools or quality of the education they provide, however it's disturbing to me that there would be such big disparities within our city to the extent that someone wouldn't consider living in what I consider to be a really great neighborhood due to the school their kids would have to go to.

In taking a look at street safety, there are a few things I've seen and heard about as issues that should be addressed. In Minnesota, it becomes more and more difficult to be physically active and connect with neighbors outside as it gets darker earlier and earlier. There are many neighborhoods, including my own, where there is very little street lighting, which makes walking after dark feel unsafe. There are also many uncontrolled intersections that go unnoticed by those drivers who aren't familiar with the area and may think they have the right of way.

I think all of these things should be considered as we're planning for Bloomington's future.

2. What does success look like in 2040 for Bloomington? What qualities or characteristics would describe the community in 2040?

Again, I'm going to be honest and say that this is a hard question for me to answer without having seen the feedback we've received from our community members. I fully believe that this is what will drive my own vision for Bloomington, however there are some qualities or characteristics that I believe need to be present in our community to ensure success in 2040: Individual sense of commitment to our community, safety and health.

All three of these are really interconnected and can have significant impacts on each other. Bloomington is a large city so it can be really difficult to instill a sense of close knit community, but I believe it is possible and critical to foster this if we want to continue to be a desirable place to live. However, if people don't feel safe where they live, it will be extremely difficult to encourage and develop their commitment to our community. A sense of safety can also impact health, whether it be related to the added stress or even a reduction in physical activity due to feeling homebound. All three of these should be considered as we're developing a plan for 2040.

3. Whether you have participated in a work group like this before or not, what do you think you bring to the group that will add value to the committee?

A couple years ago, I went through The Leadership Challenge book and participated in a company led experience that allowed me to reflect on extensive feedback from almost 40 of my direct reports, peers, and managers. Based on this experience, I was able to not only identify my strengths and opportunities, but evaluate what I truly believed leadership to be and how I wanted to show up as a leader each day. The leadership philosophy that is included on my resume is a really simple reflection of this, and I feel like it represents the strengths I can bring and the approach I would take as a member on the committee.

One of my strengths, and the most important responsibility I would have as a committee member, would be to actively listen to the feedback we've received from the residents and business owners of Bloomington and help identify what is both actionable and desirable for our future. Forward 2040 is all about ensuring that Bloomington has a plan laid out that will lead it to an even brighter future, but from my experience I know that the way changes or plans are communicated to people can make or break how that change or plan is perceived. As a committee member, I would exhibit a positive attitude and my goal would be to instill hope in the possibilities of Bloomington's future rather than any current problems we're experiencing.

I also believe that my background and experience in the health and wellness field can be utilized in helping us include health as major factor of success for 2040. There are many different factors that can impact health and wellness, both positively and negatively, and it's important for us to consider these things as we discuss and plan for Bloomington's future.

Summary:

I have been serving for last ten years as General Secretary on the Board of Sikh Society of Minnesota (www.mnsikhs.com). Sikh Society of MN is a non-profit 501 (c) 3 organization which operates SIKH Gurdwara/temple (place of worship) in Bloomington (9000 W Bloomington Freeway). It is both a spiritual place of worship and a cultural learning center for the young and old. At present it is the only Gurdwara/temple for SIKH Community in state of Minnesota.

Some of work that I do involves

- Community problem solving
 - Active membership in Sikh Society of Minnesota
 - Active membership and President on the board of Minnesota Punjabi Society (www.mpsmn.org)
- Minnesota Punjabi Society (MPS) is a non-profit 501 (c) 3 organization promoting education, good citizenship, community development, civic commitment and involvement, and preserving Punjabi Culture, language, sports and performing arts of the North-Indian state of Punjab among its community members and also mainstream Americans in Minnesota and beyond.
- Participation in fund-raising run/walk
 - Other fund-raising for charity/Earthquake in Nepal etc.
 - Coordinate with City of Bloomington -parks and recreation for Annual Picnic of Sikh community
 - Coordinate with Department of Police for Safety and Security of Sikh Community

1. Issues and factors about future of Bloomington-

- a. I have been resident of Bloomington for last 18 years. My daughter and son have studied from Bloomington schools and grew up in the Bloomington neighborhood. I have always been interested in the development of Bloomington city in terms of development and provision of city services, programs, public infrastructure and amenities (e.g., roads, parks, sewers). I am a proud owner of a dog for last 12 years and use Dog Park in Bloomington.
- b. Bloomington should be made as most attractive neighborhood for raising families by upgrading/making schools to the highest level of facilities in terms of infrastructure as other suburbs have been doing. There should be a balance of business development with community development. There should be all round development in Transportation System, Safety and Security and Healthy environment, Parks and roads.

2. Success in 2040 – community with higher education, better economic development, more thrust on sports for community to compete in national and international level.

3. I am a good mix of technology as I am Information Architect in Information technology field and volunteering with Sikh community for last 15 years, board member on facilities for Project Management Institute as I am Project Management Professional (PMP) certified. I can work on analyzing project and solutions for our community development and city as whole in any work area. I am always ready to challenge myself to work for the community and help in its development. I am sure I would be a good fit in the Advisory committee and work closely with City council member and city commissioners.

Dargan, Denise

From: [REDACTED]
Sent: Wednesday, September 28, 2016 3:04 AM
To: Dargan, Denise
Subject: Kristopher Dorn

Kristopher Dorn

WORK HISTORY:

In 2002 I founded KD Painting and still enjoy owning the company today. My love for hands-on work began by working for my father. He was a residential general contractor. For the most part he built additions to suburban homes. I worked for him in the summers for five years. He passed away in 1995 which brought an end to Kenneth C. Dorn Construction, but marked the beginning of my painting career.

I grew up in Bloomington and graduated from John F. Kennedy High School. I went to college at St. John's University in Collegeville, MN. I graduated in 2000 with a B.A. in Art. I later attended the University of Minnesota and completed undergraduate course work for the Masters of Architecture degree. This education has provided a great background for my painting business.

KD Painting has allowed me to pursue my passion of serving people by providing them with quality work. My dad taught me how to work hard, be a good craftsman by caring about the details, and to respect the homeowner and their property. These values have been the foundation of my house painting business over the years.

PERSONAL ACTIVITIES:

Member at Hillside Church.

Sponsor and play on a softball team in Bloomington for the past 14 years.

Play pick up volleyball weekly during the summer at Moir Park.

Play in Bloomington broomball league at Tretbaugh Park for the past 15 years.

Enjoy the river, parks and lakes with my family.

ANSWERS TO QUESTIONS:

#1 Bloomington seems to be a place where people put down roots. The city is aging and many long time homeowners are selling their houses, but potentially moving into senior housing in the city, which continues to be built. At the same time, many young families call Bloomington home and plan to raise their kids here because of the quality schools. This mix of generations is a valuable asset that we should strive to possess as time passes. A continued effort to keep aging houses repaired and remodeled is important for the quality of our neighborhoods. Unique restaurants and more communal gathering spaces would help create greater civic pride. Protecting and up keeping the parks and natural features is incredibly important so that our children can enjoy these places as we do now. A continued emphasis on public transit expansion will make Bloomington more of a destination and a more valued place to live.


#2 In 2040 a successful Bloomington will continue to be a multi generational city. The parks and natural features will be protected and a destination for all to enjoy. Light rail and public transportation will be expanded. There will be unique restaurants and communal gathering spaces. Quality schools will continue to draw young families to raise their kids here. The arts will continue to be emphasized and expanded. The Mall of America will continue to be a destination for visitors from all over. Historical sites will continue to be cherished and remembered as an important part of who we are. The neighborhoods will continue to be safe and housing will be in great shape because residents take pride in their city!

#3 I do not bring specific experience to a city group like this. I bring the perspective from someone of my age (38) who has grown up in Bloomington, has young children in the elementary schools and has an aging Mom and in-laws who

currently live in the city. I bring the perspective of a blue collar small business owner. I am someone who loves the city and wants to see the culture of Bloomington thrive. I want it's residents to love their city and desire to get out and enjoy what the city has to offer. And I want our city to continue to become more of a destination for all!

Thanks for your consideration.

Kristopher Dorn

A large black rectangular redaction box covering the contact information of Kristopher Dorn.

Dargan, Denise

From: Brent Miller [REDACTED]
Sent: Sunday, September 25, 2016 7:43 PM
To: Dargan, Denise
Subject: Re: Bloomington's Forward 2040 Advisory Committee - Request for Additional Info
Attachments: Resume 16-09-25.pdf

Hello Denise,

Please see my responses to the questions below and the attached resume. Please let me know if there is anything else you need.

Thank you,

Brent Miller

1. As you think about the future of Bloomington – its people, neighborhoods, commercial areas, natural areas, transit and transportation, role in the region – what are the issues and factors that you believe are the most important for the City Council, city commissions, and staff to be considering?

Our city will continue to think about:

- 1) how well-connected residents are to job centers;
- 2) how “livable” the community is based on school quality, walkability to commercial centers, and variety of activities available for residents;
- 3) how accessible services are for ALL city residents;
- 4) how we are encouraging the development of businesses here in Bloomington; and
- 5) is Bloomington better this decade than it was last decade?

Bloomington sits at the epicenter of the Twin Cities region, and it is positioned to be the most desirable, best connected, most diverse and inclusive suburb of the area. The city is facing an aging infrastructure where we have a unique opportunity to reposition Bloomington to be the location of choice for residents and businesses for the next 50 years. When the city was largely built out 50 years ago, the internet, the prospect of driverless cars, international corporations, telecommuting, and a heightened concern for “green” living were not top of mind. These are some drivers for the next 50 years, and the way we shape our spending today will determine Bloomington’s competitiveness in 2040. The other major factor shaping our world is the increasing diversity present in Minnesota, and specifically in Bloomington. This continues to lead to a need to connect community members to encourage stronger inclusion.

2. What does success look like in 2040 for Bloomington? What qualities or characteristics would describe the community in 2040?

Success in 2040 would be Bloomington being recognized as one of the best places to live nationwide. This means a thriving suburb with significant commercial activity and a highly engaged residential population with a strong sense community.

In 2040, I hope to be able to say Bloomington

- 1) is safe,
- 2) is a great place to raise kids,
- 3) has a lot of activities, excellent local restaurants, and local entertainment,
- 4) is well connected and easy to get in/out of,
- 5) has plenty of job opportunities, making it possible to live and work in Bloomington
- 6) is the most walkable/bikeable suburb in the United States, and
- 7) has an excellent diversity of residents, making it full of great people.

3. Whether you have participated in a work group like this before or not, what do you think you bring to the group that will add value to the committee?

My job involves doing in-depth, analytical research to be able to come to sound investment recommendations – I am able to take “data overloads” and help determine what is important, or “see the forest through the trees.” Since I work in municipal bonds, I have the opportunity to survey what cities all over the nation are doing to build for the next generation; I can bring this expertise and knowledge to bring an additional, extra-regional perspective to the committee while understanding what is reasonable to accomplish. Additionally, as a millennial, I have a perspective reflecting that of the younger population who is the next generation of the city.

On Thu, Sep 22, 2016 at 8:01 AM, Dargan, Denise <ddargan@bloomingtonmn.gov> wrote:

Dear Brent,

Thank you for your interest in the City of Bloomington’s Forward 2040 Advisory Committee. The City Council was elated to have so many residents interested in being a part of the process to define the future of Bloomington. Council members have requested a little more information about our applicants to help them make appointments to the committee. Please provide the following information to Denise Dargan at ddargan@bloomingtonmn.gov no later than Wednesday, September 28 at 8:00 a.m.

Brent Miller, CFA

Bloomington, [REDACTED]

Education

Northwestern University

Kellogg School of Management

Master of Business Administration

GMAT Score: 760

Worked full time while pursuing education

Chicago, IL

March 2016

University of Minnesota

Curtis L. Carlson School of Management

Bachelor of Science in Business with Distinction

Major: Finance

Minor: Economics

Cumulative GPA: 3.897

Minneapolis, MN

May 2011

Experience

The Travelers Companies

Fixed Income Analyst

Saint Paul, MN

March 2014 – Present

- Perform fixed income research for \$65 billion investment portfolio
- Cover technology, media, and telecom across high grade and high yield including bank loans and private placements.
- Develop ongoing proprietary research covering both 80+ portfolio owned companies and new opportunities - research encompasses underwriting, earnings, significant events, relative value analysis, ad hoc modeling, and periodic credit reviews.
- Develop proprietary research for municipal bonds across local GO, water and sewer revenue, and infrastructure.
- Make investment recommendations across both municipal and corporate bond portfolios through discussions with portfolio managers, quantitative relative value evaluations, and presentations to credit committee.
- Work closely with an associate analyst while helping guide associate's development.

Fixed Income Senior Associate Analyst

April 2013 – February 2014

Fixed Income Associate Analyst

July 2011 – March 2013

- Supported an analyst covering high grade and high yield retail, restaurants, and consumer products; after one year transferred to support analyst covering technology, media, and telecom
- Formed municipal analysis skills through quantitative and qualitative analysis of over 100 municipal issuers
- Created an in-depth overview of 23 states' state-school funding systems

Ecolab, Inc.

Eagan, MN

Intern

June 2010 – August 2010

- Determined feasibility of and developed a process for using Microsoft InfoPath in shared financial services
- Interviewed over 20 function leaders and process owners to develop usable process

Miller Financial Group, LP

Rosemount, MN

General Partner

July 2009 – September 2010

- Launched Limited Partnership in July 2009
- Researched, analyzed, and selected securities seeking profitable investments for partnership funds
- Prepared and filed business taxes for partnership

Minnesota House of Representatives

Saint Paul, MN

Intern

January 2009 – May 2009

- Researched legislation to assist Representatives and helped with constituent communications

Involvement

Minnesota Society of Municipal Analysts

May 2012 – Present

Financial Stewardship Mentoring Program

January 2013 – Present

- Teach financially distressed community members practices for managing finances

Salvation Army

July 2016 – Present

- Assist with breakfast preparation for ~100 homeless in Saint Paul several times per month

Kellogg Kohorts

July 2014 – February 2016

- President of Saturday student organization

January 2015 – February 2016

Dargan, Denise

From: Monica Wehba [REDACTED]
Sent: Tuesday, September 27, 2016 12:38 PM
To: Dargan, Denise
Subject: Re: Bloomington's Forward 2040 Advisory Committee - Request for Additional Info

Thank you so much for reaching out to me Denise and I hope to have the opportunity to join the committee! I have provided the information requested below but let me know if there's anything else I can assist with.

Thank you again!

Monica

First, please provide a summary of your work history and any relevant personal or professional activities. This could include a resume or similar summary.

<http://linkedin.com/in/monicawehba>

Second, please answer the following questions:

1. As you think about the future of Bloomington – its people, neighborhoods, commercial areas, natural areas, transit and transportation, role in the region – what are the issues and factors that you believe are the most important for the City Council, city commissions, and staff to be considering?

I believe that the primary concerns for the city and its appointed representatives to consider are the ways in which it can continue to attract commerce and residents alike. This includes amenities that are available to all ages and demographics. Some primary focal points are a development of select local retail/commerce (i.e. Restaurants, shops, etc.) that meld with the Bloomington community, improved access to downtown Minneapolis and St. Paul by multiple means of public transportation, retail presence that promotes visitors and residents alike to help drive city viability which in turn result in city profits to assist in funding high quality schools, enhancement of city spaces and events.

2. What does success look like in 2040 for Bloomington? What qualities or characteristics would describe the community in 2040?

Access to downtown, well-maintained parks and public spaces, walkability to restaurants/shopping, highly ranked schools, attractiveness to commercial tenants, strong sense of community and local involvement

3. Whether you have participated in a work group like this before or not, what do you think you bring to the group that will add value to the committee?

I have the unique experience of being both a millennial and someone that has lived across the U.S. As a result I've seen many different types of metropolitan and suburban environments and feel I am able to effectively identify elements of communities that are successful in an array of factors.

Sent from my iPhone

On Sep 22, 2016, at 2:02 PM, Dargan, Denise <ddargan@BloomingtonMN.gov> wrote:

Dear Monica,

Thank you for your interest in the City of Bloomington's Forward 2040 Advisory Committee. The City Council was elated to have so many residents interested in being a part of the process to define the future of Bloomington. Council members have requested a little more information about our applicants to help them make appointments to the committee. Please provide the following information to Denise Dargan at ddargan@bloomingtonmn.gov no later than Wednesday, September 28 at 8:00 a.m.

First, please provide a summary of your work history and any relevant personal or professional activities. This could include a resume or similar summary.

Second, please answer the following questions:

1. As you think about the future of Bloomington – its people, neighborhoods, commercial areas, natural areas, transit and transportation, role in the region – what are the issues and factors that you believe are the most important for the City Council, city commissions, and staff to be considering?

I believe that the primary concerns for the city and its appointed representatives to consider are the ways in which it can continue to attract commerce and residents alike. This includes amenities available to all ages and demographics, access to downtown, activities in the community and retail that promotes visitors and residents alike to help drive tax earnings, high quality schools

2. What does success look like in 2040 for Bloomington? What qualities or characteristics would describe the community in 2040?

3. Whether you have participated in a work group like this before or not, what do you think you bring to the group that will add value to the committee?

FYI:

If Council appoints on **Oct 3**, the Committee will be prepared to have the first meeting on Wed. **Nov. 2** from 6:30-8:30pm.

If Council needs to delay until **Oct. 24**, the Committee will push back to Wed. **Nov. 16**, 6:30-8:30pm.

Thank you in advance for taking some extra time to provide additional information and for your willingness to serve on the Forward 2040 Advisory Committee. If you have questions, please feel free to call Julie Farnham at 952-563-4739.

Best regards,

Denise Dargan

Mayor's Assistant | City Council Secretary

City of Bloomington

1800 West Old Shakopee Road | Bloomington, MN 55431

Direct 952-563-8786

ddargan@bloomingtonMN.gov

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Monica Wehba, M.A., PHR, SHRM-CP

2nd

Regional Human Resources Manager at Kindred Healthcare

Greater Minneapolis-St. Paul Area · Human Resources

Previous Fitness Formula Clubs, Cumberland Therapy Services, LLC, REC Solar

Education Webster University

Connect

Send Monica InMail

500+ connections

<https://www.linkedin.com/in/monicawehba>

Contact Info

Background



Summary

My passion lies in providing leadership, guidance and strategy development to the employee and leadership teams I partner with. I hold over 5 years of progressive HR leadership experience and I am proficient in the areas of employee relations, training and development, project leadership, conflict management, full-cycle recruitment, benefit administration and legal compliance. Through my skill set, education and PHR Certification, I consistently add value to the organization as both an individual contributor and as a member of my HR team.

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Experience

Regional Human Resources Manager

Kindred Healthcare

March 2014 – Present (2 years 7 months) | Greater Minneapolis-St. Paul Area

Provide Human Resources support and guidance to over 4,000 employees in the North Central Region of the Gentiva Health Services organization. This includes but is not limited to conflict management, employee retention, legal compliance, performance management, partnering with business leadership and strategic planning for the region.



Human Resources Generalist & Recruiter

Fitness Formula Clubs

December 2011 – March 2014 (2 years 4 months) | Greater Chicago Area

Handled nearly all HR-related duties for the organization including:

- * Full-Cycle Recruitment
- * Handled all outreach and partnership development community-based organizations, universities certification providers to promote the FFC brand and maintain on-going recruitment efforts
- * Delivered and negotiated compensation and benefit packages
- * Delivered New Employee Orientation & Training
- * Developed new training tools for management staff
- * Processed New Hire/Status Change/Termination paperwork
- * Implemented reporting tools to better track HR-related metrics



Recruiter

Cumberland Therapy Services, LLC

People Also Viewed



Julie Trygstad, MA, SPHR

AVP, Human Resources, North Central Region at Kindred Healthcare



Jim Sturgeon

Senior Director of Human Resources at Kindred Healthcare



Dennis L. Carter, Jr.

Human Resources Manager at Mille Lacs Academy



Jean Meussner

District Director of Human Resources at Kindred Healthcare



Dr. Christopher Bassett, DM, CLSSBB

IMPACT Consulting, LLC., Owner and Founder



Ian Middleton

Talent Acquisition Manager - Case Management West Region at Kindred Healthcare



Barb Farruggia

Human Resources Director at Fitness Formula Clubs
AVP, Human Resources, North Central Region at...

2009 – 2011 (2 years)

Search for people, jobs, companies, and more



Handled full-cycle recruitment and maintained complete accountability for effective recruitment of healthcare professionals for clients' facilities in 21 states. Developed a pipeline of active and passive candidates through referrals, former employees, job boards, social media networks, state and national associations, university and organization recruiting and career fairs and cold calling. Negotiated salary packages, sign-on/relocation bonuses and benefits options.

1 recommendation

**Halyna Olsen**

Helping special ed administrators connect with professional staff

Monica has been an energetic, hard working and professional employee. Monica's ability to find and build long standing relationships with candidates resulted in securing and retaining clients. Monica is reliable, flexible and always willing to View

Regional Sales & Operations

REC Solar

June 2008 – August 2009 (1 year 3 months)

Worked with Sales, Operations and Construction divisions to ensure solar system contracts are completed on time and within or under budget. Acted as Contract Administrator to Southern California region. Created weekly, monthly and quarterly reports and dashboards using Salesforce and Oracle to gain visibility into company's strengths and areas of necessary improvement.

6 recommendations, including:

Jason Oppler

Business Program Manager at Microsoft

I had the pleasure of working with Monica for about 18 months. During this time I really appreciated Monica's intelligent View

Audrey Cordell

Associate Marketing Manager at SolarCity

Monica was a pleasure to work with at REC Solar. She had great time management, was persistent/solution-oriented when View

4 more recommendations



Volunteer Experience & Causes

Management & Leadership Review Panel

The Chamm'd Foundation

February 2012 | Education

Committee Member

American Cancer Society Young Professionals Finding a CURE

October 2015 | Health

Young Professionals Committee Member

The Leukemia & Lymphoma Society

October 2015 | Health



Certifications

PHR (Professional in Human Resources)

HRCI (Human Resource Certification Institute)

Starting January 2013

CSSR (Certified Social Sourcing Recruiter)

AIRS - A Company of The Right Thing

SHRM-Certified Professional (SHRM-CP)

SHRM

Starting January 2015

**Stacey Sanchez**

AVP, Talent Acquisition at G&M Health Services/ Kindred at Home

**Halyna Olsen**

Helping special ed administrators connect with professional staff

**Erin Hatfield**

Clinical Nursing Coordinator at The Marden Companies

How You're Connected

You

Jaime Miller (Seeley)

Ask Jaime for an introduction

Monica Wehba, M.A., PHR,
SHRM-CP

In Common with Monica



People Similar to Monica

**leah zach** 3rd

Director of Human Resources at Pine Haven...


Connect

























































































































































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Julie Trygstad, MA, SPHR

AVP, Human Resources, North Central Region at

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25	Employee Benefits	              
21	Applicant Tracking...	              
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14	College Recruiting	              
12	Performance Management	              
10	Talent Acquisition	              
10	Benefits Administration	              
8	Cold Calling	              
7	Healthcare	              

Monica also knows about...

7	Onboarding	5	Full-cycle Recruiting	5	Social Media	5	Talent Management
5	Microsoft Office	5	Leadership Development	4	Hiring	4	Sourcing
3	Employee Engagement	3	Account Management	3	Technical Recruiting		
3	Career Development	3	Payroll	3	Succession Planning	2	Benefits

[See 25+](#)



Education

Webster University

Master of Arts, Human Resources Management, Graduate Level
2010 – 2013

University of California, Santa Barbara

Bachelor of Arts, Law & Society
2008

Activities and Societies: [Alpha Phi Sorority](#)

Additional Info

Personal Details

Birthday 

Recommendations

Received (7)  Given (6)



Recruiter


Cumberland Therapy Services, LLC

[Halyna Olsen](#)

Helping special ed administrators connect with professional staff



People also viewed 
[Julie Trygstad, MA, SPHR](#)
AVP, Human Resources, North
Central Region at 

 Monica has been an energetic, hard working and professional employee. Monica's ability to find and build long standing relationships with candidates resulted in securing and retaining clients.

Monica is reliable, flexible and always willing to step up to a new challenge. Monica is a great asset for every professional team. Please feel free to contact me if you'd like... [more](#)

October 20, 2011, Halyna managed Monica at Cumberland Therapy Services, LLC

Regional Sales & Operations

REC Solar



Jason Oppler

Business Program Manager at Microsoft

“ I had the pleasure of working with Monica for about 18 months. During this time I really appreciated Monica's intelligent and refined approach to the many challenges she faced in her Sales Operations role in our Southern California territory. Within a few months Monica had built a very strong rapport with each sales consultant and became an integral member of the team... [more](#)

June 9, 2011, Jason managed Monica at REC Solar



Audrey Cordell

Associate Marketing Manager at SolarCity

“ Monica was a pleasure to work with at REC Solar. She had great time management, was persistent/solution-oriented when things needed to get done, and always had a great attitude. Proactive in her duties, she was on the ball and overall a great value to our team; I would highly recommend her to any environment as she is very adaptable as well.

February 28, 2011, Audrey worked with Monica at REC Solar



John Bumgarner

Regional Market Manager | Channel

“ Monica is a self-motivated dynamic problem solver who needs little direction and has an internal drive to succeed through problem solving and organization. Monica piloted a position that was desperately needed and has since become an integral component of our sales team: Regional Sales Operations Coordinator. In her year in this role, Monica developed standard operating... [more](#)

February 15, 2011, John managed Monica indirectly at REC Solar



Erin Delk

Member Development Support

“ I had the privilege of working with Monica on the Regional Sales and Operations Team at REC Solar for about 6 months. Albeit a short time frame, Monica helped bring me up to speed as I was a new team member and really taught me how to succeed in a decentralized role. She was a great team player to work with and we could always count on her to be there with a smile.

February 2, 2011, Erin worked directly with Monica at REC Solar

[See More](#)

Connections

Shared (1)



Jaime Miller (Seeley) 1st

Recruiting Manager at Life Time Fitness

Groups



Human Resources (H...
435,422 members



Human Resources Pr...
38,664 members



NASM Certified
23,015 members



Human Resources
22,992 members



People also viewed
Julie Trygstad, MA, SPHR
A/P; Human Resources, North
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Santa Barbara, California Area
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People also viewed

Julie Trygstad, MA, SPHR
AVP, Human Resources, North Central Region at ...



ALBA NELLY HIDALGO KORMAN

[REDACTED] Bloomington, MN [REDACTED]

Cell: [REDACTED] - E-mail: [REDACTED]

K-12 Spanish Teacher

Minnesota Licensed educator with 20 years of experience teaching foreign and second language Spanish to students levels pre-school to College, and elementary school teachers. Native Spanish speaker from Colombia. Foreign Language methodologist researcher and curriculum developer. Reserve teacher and Spanish interpreter. Parent and family engagement program instructor and family outreach worker. Director and clerk of the Bloomington Public Schools Board of Education. Humphrey Policy Fellow 2016-2017.

EDUCATION

M.A. in Educational Leadership (December 2016)

Graduate School of Education . SAINT MARY'S UNIVERSITY OF MINNESOTA,
Minneapolis MN.

B.A. Licentiate in Modern Languages, Foreign Language Teaching and Linguistics (1998)

UNIVERSIDAD DEL VALLE. Cali – Colombia.

Second Licensure Program - World Languages and Cultures K-12 Spanish (2007)

Graduate School of Education. HAMLINE UNIVERSITY, St. Paul, Minnesota.

LICENSES / CERTIFICATIONS

State of Minnesota Teaching License Spanish K-12 (Current)

State of Minnesota Teaching License ESL K-12 and French 7-12 (2000)

U.S. Equivalence: Bachelor of Arts degree, major in Linguistics (2000)

U.S. Equivalence: Bachelor of Arts degree, major in Linguistics.

EXPERIENCE

- **SAINT LOUIS PARK PUBLIC SCHOOLS - Saint Louis Park, MN.**

Teach AP Spanish Language and Culture to high school immersion students. 2015 – present

- **RICHFIELD PUBLIC SCHOOLS -- Richfield, MN.**

Family Outreach Worker – Richfield Dual Language School

2013-2014

Assist families and students with academics,
and school and community resources.

Helped to start the Richfield Latino Family Association for the district.

Voices United for Student Success, parent engagement class instructor.

- **BLOOMINGTON PUBLIC SCHOOLS – Bloomington, MN.**

Board of Education

2012-present

School board member and clerk of the School Board.

French Teacher – Oak Grove Middle School	2012-2013
Taught French I and II to Middle school students.	
Spanish and ESL Reserve Teacher	2006 - 2014
Teach as a substitute teacher ESL (English as a Second Language) and Spanish to Elementary, Middle and High School students.	
Interpreter-Translator. Language Ambassador Program	2005-Present
Translate school documents and interpret for teachers and hispanic families during student-parent conferences and other events.	
Spanish Teacher - Adult and Community Education	2005-2006
Taught Spanish and Latin American culture to adults.	
Paraprofessional Instruction Assistant	2000
Olson Middle School. Supported classroom teachers in various subjects by helping students understand and work on classroom assignments.	
English Teacher Assistant	
Shape Volunteer Connection	1999-2000
Worked as an ESL reading and writing volunteer.	
 •DEER RIVER HIGH SCHOOL - DEER RIVER, MN	
Spanish Teacher	1999 - 2000
Taught Spanish I and II to High School students.	
 •DYNET INTERNATIONAL – PROGRAMA SING SEGUNDO IDIOMA NUEVA GENERACION	
Gobernacion del Departamento del Valle del Cauca. Cali, Colombia	
Director and academic coordinator	2008 - 2009
Responsible for program and personnel management, curriculum development, and second language teaching research for a national level bilingual education initiative for public schools in the State of Valle del Cauca. Serving 1.372 schools 3.000 elementary school teachers, and 104.000 students.	
 •MINNEAPOLIS PUBLIC SCHOOLS	
Spanish Teacher	
Susan B. Anthony Middle School	2007
Student taught Spanish I and II to Middle Schoolers.	
Spanish Teacher	
Adult and Community Education, Minneapolis, MN	1999—2004
Taught Spanish and Latin American culture to adults. Southwest Community Education.	
 •DYNET INTERNATIONAL	
Secretaria de Educacion Municipal, Cali, Valle, Colombia	
Teacher and Foreign Language Methodology Researcher	1995-1999
Taught specialized English for Law, Business and Medicine students in Universidad Libre de Colombia. Worked as a bilingual research specialist in a study about teaching and learning English as a second language with teachers and students of elementary public schools in the city. Trained teachers from all the elementary public schools in Cali in foreign language methodologies. Taught English and supervised the teacher's job in the use of our methodology in the elementary schools.	
 •Other teaching experience in Colombia	Available upon request.

SKILLS

- Native Spanish speaker with formal education in Modern Foreign Language Teaching in Colombia and USA, and a myriad of professional development activities.
- Leadership experience in education and community activities. Repeatedly managed and led teams to reach goals.
- Curriculum developer and second language teaching researcher.
- Family engagement program instructor.
- Extremely hard worker.

PROFESSIONAL ASSOCIATIONS AND COMMITTEES

Humphrey School of Public Affairs. Humphrey Policy Fellow 2016 -2017

Bloomington Public Schools Board of Education. Director 2012-2020.

AMSD. Association of Metropolitan Schools Districts. Legislative Committee member and member of Board of Directors.

MSBA/NSBA. Minnesota School Board Association/ National School Board Association. Member.

NALEO. National Association of Latino Elected Officials. Member.

Bloomington Public Schools Latino Parent Association. Education Committee member.

Minneapolis Chamber Association. Member.

MEA FIRE. Ed. MN. Facing Inequalities and Racism in Education. Founder member.

COMMUNITY INVOLVEMENT

Bloomington Public Schools. Board member

League of Women Voters.

Former teacher of the Sunday School program and former member of the anti human trafficking task force for Bloomington Covenant Church.

Former Girl Scouts Leader

Former volunteer for the Bloomington Adult Basic Education Program, and Angelica Cantanti Choirs.

AWARDS

Community Building and Outstanding Leadership Award. Office of the Governor Mark Dayton. August 2014.

Directors Award, Minnesota School Board Association. Minneapolis, MN. February 2015.

REFERENCES

Joe Walker – Principal Scenic Heights Elementary. Minnetonka Public Schools, MN. Phone [REDACTED]

Tim Ciavarri - Assitant principal. Oak Grove Middle School. Bloomington Public Schools, MN. Phone [REDACTED]

Melissa Wiklund – MN State Senator for Bloomington, MN. Former member of the Bloomington School Board. Phone: [REDACTED]

Rosita Balch. A-Grad analyst and Latino Youth Development Collaborative for Hennepin County. Phone: [REDACTED]

Myriam Castro-Franco. Teacher, Richfield Dual Language School. Richfield, MN. Phone: [REDACTED]

Brent Colligan. Principal Deer River High School. Deer River, MN. Phone: [REDACTED]

NELLY KORMAN

I am a Minnesota licensed educator with 20 years of experience teaching foreign and second language Spanish to students levels pre-school to college, and elementary school teachers. I am originally from Colombia and moved to Bloomington 17 years ago. I married my husband Mark and we have three school age children. They all attend Bloomington Public Schools. I have been a foreign language methodologist researcher and curriculum developer. I worked as a manager and curriculum coordinator for the bilingual program of the governor of Valle del Cauca in Colombia. I have been a reserve teacher, Spanish interpreter, teacher and paraprofessional for Bloomington Public Schools, and as a parent and family engagement program instructor and family outreach worker for Richfield Public Schools. I am currently serving my fifth year as a member of the Bloomington School Board. I am an AP Spanish Language and Culture in Saint Louis Park High School. I am a member of the Board's Legislative Committee and the Association of Metropolitan School District's Legislative Committee. I am a Humphrey Policy Fellow for the year 2016-2017. I am a hard-working woman who enjoys learning, working with others, and spending time with her family.

- Please see attached resume for more information.

1. As you think about the future of Bloomington – its people, neighborhoods, commercial areas, natural areas, transit and transportation, role in the region – what are the issues and factors that you believe are the most important for the City Council, city commissions, and staff to be considering?

- I believe the city needs to focus on factors that make the Bloomington community more helpful to people.
- Public transportation should be more flexible and easy to access for people. Some people in the city don't own a car because they don't drive or because they can't afford to buy one. Bikers would benefit from trails that are more interconnected, and transportation options and accommodations should be made for seniors, people with disabilities and young kids.
- Safety for youth should continue an important issue. Sidewalks, crosswalks, and stop signs need to be in place for young kids walking to school especially during the winter months.
- Areas where small retail stores are located should get more attention in order to guarantee that they are functioning. That will maintain economic development and property value up especially in lower income areas of the city.
- Continuous attention also needs to be given to keeping neighborhoods clean especially in some areas that are starting to look run down.
- Bloomington needs to increase efforts to attract and retain young families. Our school district's success in delivering high quality education depends mostly of funding provided by the enrollment numbers of our student population.
- Providing people with affordable housing, flexible transportation, well-maintained recreation areas, clean and safe neighborhoods, will make moving and living in Bloomington more attractive to all.
- Another issue to focus on is the growing diverse population in Bloomington. Knowing the needs of the diverse community and finding ways to work together and to include them will make a more united community.

2. *What does success look like in 2040 for Bloomington? What qualities or characteristics would describe the community in 2040?*

I would like for Bloomington to continue to be a nice, safe, and well respected place for people to raise a family. A city that is inclusive of all, and that provides options and opportunities for low- income families and youth at risk. A successful and prosperous city with continuous development and with a high quality school system. A city with a community that accepts and embraces other cultures, and that practices tolerance and collaboration amongst its residents. A place where people feel a sense of belonging and pride because they are part of this community. A community with an identity that relates to their neighborhoods and is involved and engaged in its development. A city with places to go and fun things to do for people of all ages.

3. *Whether you have participated in a work group like this before or not, what do you think you bring to the group that will add value to the committee?*

I bring my personal and professional expertise and perspective. As an immigrant myself, I understand the positive outcomes and the difficulties of transitioning into a new culture and system. I know the challenges that our communities of color face in Bloomington. I also bring my experience as an educator who has worked for several years with families and students inside and outside of the classroom. As a school board member, I bring my experience working with different sectors in the community, teamwork building and decision-making. As a resident and parent, I bring my perspective and experience living in Bloomington. I work hard, determined, and work well with other people.

PAIGE E. ROHMAN

• Bloomington, Minnesota •

SUMMARY OF SKILLS

- **Constituent Relations:** build and nurture ongoing relationships with internal and external partners and boards.
- **Leadership:** vision and strategy development; policy interpretation; departmental leadership; staff development.
- **Discretion:** act on behalf of senior leaders; maintain confidence; filter and prioritize individual requests.
- **Communication:** exceptional oral and written communication skills; ability to work with sensitive information.
- **Project Management:** facilitate/manage complex projects; budget oversight; coordinate institutional processes.
- **Group Facilitation:** lead or support meetings; conflict mediation and resolution; event planning and execution.
- **Personnel Management:** interviewing, hiring, and evaluation of staff; disciplinary experience.

PROFESSIONAL WORK EXPERIENCE

Assistant to the Vice President • University Services, *University of Minnesota* • 2013-present

- Serve in deputy chief of staff role to the Vice President; provide counsel on strategy; aid in decision-making; represent the Vice President with key constituencies.
- Lead development of work plan, agendas, and all materials for the Vice President's Board of Regents committee.
- Serve on systemwide policy committee to guide development, review, and implementation of institutional policy.
- Oversee programs and provide interpretation on federal, state, and local compliance and policy issues.
- Member of the Vice President's senior leadership team, which manages all operational functions at an R1 university.
- Manage emerging issues and participate in crisis response, including high-profile situations.
- Design processes for and manage development and implementation of major institution-wide initiatives.
- Facilitate coordination of University Services units to ensure a high level of service to the University community.
- Provide leadership and direction to employment searches for vacancies on the Vice President's leadership team.
- Research, provide analysis of, and recommend action on topics and individuals to the Vice President.

Associate to the Dean and Associate Deans • College of Design, *University of Minnesota* • 2006-2013

- Researched, provided analysis of, and recommended action on topics and individuals to the Deans.
- Developed and interpreted policy, articulated decisions, and synthesized concepts into working documents.
- Wrote for the Dean, including correspondence, email replies, nomination letters, policy positions, and scripts.
- Assessed and resolved situations on behalf of the Deans to more effectively focus their work.
- Assisted the Chief of Staff in carrying out their responsibilities; acted as a sounding board; served in their absence.
- Designed processes for and managed development and implementation of college-level academic initiatives.
- Oversaw facilities-related projects and management; served as liaison to university-level staff and committees.
- Supervised, trained, and evaluated support staff.

Assistant to the Deans • College of Human Ecology, *University of Minnesota* • 2004-2006

- Managed collegiate efforts surrounding closing transition activities, vendor relations, and international initiatives.
- Coordinated all college-wide events and publications, including project management and budget oversight.
- Provided day-to-day support to the Deans and implemented projects in the Associate Dean's portfolio.
- Facilitated business planning process for work unit and for Deans team; wrote, edited, and revised documents.
- Supported committees and initiatives at the direction of the Dean and the Associate Dean.
- Supervised, trained, and evaluated support staff.

Assistant Director of Residence Life • Residence Life, *Western Michigan University* • 2003-2004

- Administered all aspects of student conduct for a 6,200-student residence hall system.
- Convened and moderated hearing panels for suspension and expulsion-level student code offenses.
- Trained staff in all aspects of student conduct, reception operations, personnel management, and payroll.
- Oversaw student employment for all service operations in the residence life system.
- Supervised two full-time professional directors and their facilities; planned and facilitated bi-weekly area meetings.
- Served as a member of the Residence Life Leadership Team; campus-wide on-call emergency/crisis response.
- Implemented a vendor-supplied database system for all University student conduct processes.

Residence Hall Director • Residence Life, *Western Michigan University* • 2002-2003

- Responsible for total administration and management of a 535-student residence hall community and its' budgets.
- Supervised, trained, and evaluated graduate assistant hall director, student staff, office staff, and student custodian.
- Oversaw facilities maintenance, improvement, and building remodeling projects.
- Adjudicated student conduct cases for a 1,050-student complex.
- Served in area-wide on-call emergency/crisis response rotation for 3,000 residents.
- Facilitated development and launch of a coffee shop from construction to opening in all aspects; developed hiring process, forms, and interview guidelines; evaluated/selected vendors, product, and equipment; hired, trained, and supervised all staff; developed all manuals, training, and operating procedures; developed budgets.

Residence Hall Director • Residence Life, *University of Wisconsin-La Crosse* • 1999-2002

- Responsible for total administration and management of a 400-student residence hall community and its' budgets.
- Supervised, trained, and evaluated graduate assistant hall director, student staff, and desk staff.
- Oversaw facilities maintenance, improvement, and major remodeling projects.
- Adjudicated student conduct cases and administered educational sanctions.
- Served in campuswide on-call emergency/crisis response rotation for 3,000 residents.
- Coordinated summer conferences and camps in the hall with a staff of three conference assistants.
- Shared responsibility for all aspects of student and professional staff selection processes.
- Co-advised numerous student committees focused on leadership development and diversity awareness.
- Served on University committees/task forces responsible for: RFP and awarding process for seven-year dining services contract; coordinating and revising UW-La Crosse's physical facilities master plan; recommending action on a proposal regarding making the campus smoke-free in its entirety.

PROFESSIONAL DEVELOPMENT AND HONORS

President's Emerging Leaders Alumnus • *University of Minnesota* • 2011

Certificate in Equity and Diversity • *University of Minnesota* • 2013

Outstanding Team Work Award • *College of Design* • 2012

Advisory Council Award for Innovation and Mission Advancement • *College of Human Ecology* • 2006

Wisconsin College Personnel Association (WCOPA)

- *Outstanding Professional Award* recipient. 2002
- *Program Award* recipient. 2002

EDUCATION

Master of Science in Education • *University of Wisconsin-La Crosse*

- College Student Development and Administration.

Bachelor of Science in Teaching, Summa Cum Laude • *Minnesota State University, Mankato*

- Elementary Education with concentration in Computer Science.

REFERENCES

Ms. Pamela Wheelock
Vice President, University Services
University of Minnesota

██████████
██████████

Mr. Thomas Fisher
Dean Emeritus, College of Design
University of Minnesota

██████████
██████████

Ms. Leslie Krueger
Chief of Staff, University Services
University of Minnesota

██████████
██████████

PAIGE E. ROHMAN

Bloomington, Minnesota

1. As you think about the future of Bloomington – its people, neighborhoods, commercial areas, natural areas, transit and transportation, role in the region – what are the issues and factors that you believe are the most important for the City Council, city commissions, and staff to be considering?

There is no other community in the metro as uniquely positioned as Bloomington, as a regional, statewide, and national/international destination. The exposure our city has through places such as the Mall of America, the MSP airport, and robust convention activity means the face of Bloomington is seen by millions. There exists the potential for tension between continued investment and focus on that external face while also remaining attentive to the community (residents and businesses) that is here every day. Because the city is not expanding physically, we have both the challenge and opportunity of preserving what remains desirable while strategically redeveloping select segments of the city to achieve the next vision for what Bloomington should be. It is especially critical that those involved in this process are attentive to the voice of the community, understand that each person experiences Bloomington differently, have an eye to what might be, and are exceedingly thorough in managing the ongoing change that results from those decisions.

2. What does success look like in 2040 for Bloomington? What qualities or characteristics would describe the community in 2040?

Above all, a successful Bloomington in 2040 is the first choice of people looking to live or do business outside of the central cities. And it's a destination for those traveling on business or for pleasure. This means that the city has struck the right balance between that which is desirable about living in the city (strategically curated density, walkability, access to high-frequency transit, unique local restaurants, arts, culture) with that which made Bloomington successful for the past 50 years (quiet neighborhoods, reasonably good sized lots, national name retail and dining, efficient traffic flow, low crime levels, good schools with small class sizes, access to nature.) It will be better connected, more flexible, and increasingly sustainable. It will be viewed as a safe, welcoming place where a highly diverse community can see a place for themselves find others who share their experience. Its neighborhoods will be more distinctive. And the city will have a healthy cross-section of employers from the service sector, to trades, to manufacturing, to professional, and executive to provide opportunities for residents of all career paths to both live and work right here in Bloomington.

3. Whether you have participated in a work group like this before or not, what do you think you bring to the group that will add value to the committee?

I am especially skilled at listening to multiple perspectives and then carefully synthesizing them into a clear, easy to understand work product. As a big picture person, I see lots of possibilities and yet I have a firm grounding in reality and practicality – at the end of the day, I get things done. Those who know me or have worked with me can speak to my ability to bridge conflicting or competing points of view and find solutions that are “win win” without compromising principles or the mission. (To this point, I am not sure I could name one person who would consider me their adversary.) As a member of this committee, in addition to these traits, I also would bring a perspective of someone who has lived in (and been engaged in) a number of different cities and states. I would hope the membership would represent both long-time residents as well as those with varied experiences in order to provide a strong grounding and a rich cross-section of ideas.

Deanna White

Bloomington, MN

~ Cell

WORK EXPERIENCE

Clean Water Action/Clean Water Fund

State Director, Minneapolis, MN: July 2009-Present

- Develop and oversee all programs and campaigns, including legislative and electoral campaigns, community and coalition organizing, policy development, and education programs.
- Develop and oversee outreach, organizing and media efforts for organization and campaigns.
- Work in partnership with national staff to implement local elements of national campaigns.
- Lead development and implementation of organizational strategies.
- Serve as liaison to a variety of coalitions and leadership committees designed to increase coordination with allies and effectiveness of the organization's work.
- Serve as Co-Director of the Healthy Legacy Coalition, a statewide health coalition dedicated to chemical policy reform.
- Serve as spokesperson and organizational representative with other organizations, public officials and agencies, funders and the media.
- Develop and implement communications and media plan.
- Oversee the hiring, training and development of program staff, including developing and implementing structures for staff supervision and development.
- Develop and oversee administrative and financial management systems and strategies, including budgets and other financial management tools.
- Develop and manage an organizational budget in excess of \$750,000.
- Develop and implement organizational fundraising plan including individual donors and foundation grants.
- Provide program direction and support for field and phone canvass programs. Work in partnership with leadership to build a strong canvass program.
- Manage, recruit, train and support state Board of Directors.

Program Director, Minneapolis, MN: January 2008-July 2009

- Oversaw and developed programmatic work of the organization including public education and legislative campaigns addressing water, energy and global warming, toxics and chemical policy.
- Oversaw and developed outreach and organizing efforts, research and policy analysis, development and implementation of campaign plans, and program budget.
- Oversaw and developed electoral program including member contact program, candidate education and endorsements.
- Provided programmatic support and guidance for canvasses.
- Hired, trained and managed staff of organizers, coordinators and interns.
- Coordinated communication activities for the organization.
- Lobbied state and federal elected officials on priority issues.
- Assisted with organizational planning, fundraising and evaluation to meet organization goals.
- Prepared grants requests for programmatic work.
- Represented the organization in coalitions, with elected officials, the media and the public.
- Coordinated efforts with National, allies and community leaders on key campaigns.

Brandon Valley Area Chamber of Commerce

Coordinator, Brandon, SD: March 2006-January 2008

- Oversaw all aspects of operation of Chamber: administrative, financial, programmatic.
- Managed staff and volunteers.
- Spokesperson for the organization.
- Developed organizational strategies around goals identified by board.
- Recruited and developed members.
- Oversaw marketing campaigns known as "Buy Brandon" and general visitor marketing.

Sierra Club

Senior Regional Representative, Sioux Falls, SD: April 2003-December 2005

- Managed staff and oversaw program development and implementation. Included determining strategies and priorities, and resource management.
- Spokesperson for organization to public, government officials, coalition partners and the media.
- Trained volunteers and staff in organizing tactics, media outreach and message development, volunteer recruitment and planning.
- Lobbied elected officials and decision makers.
- Conducted community and member education campaigns to increase visibility and encourage grassroots activism.

Deputy Political Director, Washington, DC: January 2000-April 2003

- Planned and managed elements of the political program such as targeting, fundraising, and budgeting.
- Oversaw Sierra Club's Environmental Voter Education campaign planning, message development, earned and free media strategies, organization building, and creation of materials. Included outreach efforts to communities of color.
- Trained volunteers and staff in organizing tactics, media techniques and message development, volunteer recruitment and management, and legal compliance issues.
- Coordinated political activities including endorsements, independent expenditure campaigns, message, strategy, and accountability activities in 17 states.

Conservation Organizer, Las Vegas, NV: September 1997-December 1999

- Organized the Environmental Public Education and Voter Education Campaigns.
- Conducted grassroots lobbying program to hold elected officials accountable for their voting records.
- Served as spokesperson to media and government officials.
- Wrote press releases, briefing materials, opinion pieces, newsletters and action alerts.
- Recruited volunteers and strengthened the local organization.
- Built coalitions with labor and other groups.

South Dakota Democratic Party

Eastern S.D. Field Director/Comptroller: June 1995-February 1997

Interim Executive Director: April-July 1996

Administrative Assistant: May 1993-June 1995

South Dakota State Senate

Majority Intern, Pierre, SD: January-March 1993

South Dakota Democratic Coordinated Campaign

Field Representative, Vermillion, SD: August-November 1992

EDUCATION

University of South Dakota: May, 1993

Bachelor of Arts in Political Science with University Honors

Response from Deanna White

1. As you think about the future of Bloomington – its people, neighborhoods, commercial areas, natural areas, transit and transportation, role in the region – what are the issues and factors that you believe are the most important for the City Council, city commissions, and staff to be considering?

In my line of work, sustainability is obviously the first thing to leap to mind. But sustainability includes so many things. Water use and management, climate change adaptation, energy efficiency, clean air, access to mass transportation and walkable neighborhoods -- all of these things must be considered. But to me, sustainability also includes quality of life issues -- access to parks and recreation activities, quality education, access to healthy food and good health care, safe neighborhoods, community activities and engagement, and a healthy and thriving business community. Bloomington has the opportunity to truly define itself in the coming years as a community. We have the ability -- and the need -- to create a stronger sense of community among our residents. This can be challenging when we are surrounded by other communities and lacking a traditional town center, but it is critical for our future.

2. What does success look like in 2040 for Bloomington? What qualities or characteristics would describe the community in 2040?

Success can be measured in a number of ways, but I would like to ensure that in 2040 we can answer yes to a number of questions. Do we have a safe, clean, energy efficient community that is prepared to deal with the challenges of a changing environment and that is cutting edge in our management of our resources? Have we increased access to and use of public transportation and made neighborhoods connected and walkable to get people out of their cars? Have we improved our education and health care systems? Are we seeing new businesses start and succeed and established businesses grow? Have we defined ourselves in a way that celebrates our diversity and offers residents the chance to interact with each other and engage in making their community stronger? If we can answer yes to these questions by 2040, then we will be the kind of community that I will be excited to be living in.

3. Whether you have participated in a work group like this before or not, what do you think you bring to the group that will add value to the committee?

I have participated in a number of community and stakeholder processes in the past as part of my work. I have also served on a number of non-profit boards. I am a consensus builder and I have a proven skill of being able to hear all sides and establish common ground and understanding. I also have extensive experience in community organizing and engagement that I think could prove useful as we think about what this plan could mean for citizens and where it would be most useful and important to engage the public more broadly. Although much of my professional experience has been as an advocate for a clean, healthy environment, I also spent some time running a Chamber of Commerce, which has given me a better understanding and appreciation of the role of commerce in a healthy community. All of these things combine to make me someone that I believe would be very useful in this process. I also really love living in

Bloomington and I plan to still be here long past 2040 so I am committed not just to the idea of creating a plan, but also helping out where I can to ensure that it is implemented.

BRIANA EICHELDINGER

Bloomington, MN

Professional Summary

Student-focused higher education professional with a specialty in transfer students and first-generation college students. Efficient and self-directed project manager interested in collaborating with others to seek positive outcomes. Uncommon work ethic, dynamic interpersonal and public speaking skills, great sense of humor.

Leadership in Education

Director of Undergraduate Admission

February 2015-present

Concordia University, Undergraduate Admission Office, St. Paul, MN

- Supervisor for five full time admissions counselors and three full time operations staff
- Execute recruitment and enrollment initiatives
- Apply and administer the admission policies of the University
- Assume leadership among the undergraduate admissions staff and the University at large, serving as the primary link between the prospective student and the University in all matters related to enrollment
- Implement office initiatives and staff development opportunities to motivate recruitment
- Team lead for development of Concordia Connections, a three-part orientation program (orientation, Welcome Weekend, and CSP Seminar class for first year students)
- Facilitate four Concordia Connections Orientation programs per academic year
- Continued responsibilities of previous admissions positions

Coordinator of Transfer Admission

June 2014-February 2015

Concordia University, Undergraduate Admission Office, St. Paul, MN

- Short-term part time position; Transfer Admission Counselor responsibilities listed below

Associate Director of Undergraduate Admission

May 2011-May 2014

Concordia University, Undergraduate Admission Office, St. Paul, MN

- Administrator for the Tuition Reset (33% tuition decrease in fall 2013); emphasis on transfer student experience
- Assisted in transition from Transfer Orientation model to an inclusive New Student Orientation incorporating all new freshmen and transfer students
- Supervisor for five student phoners

Assistant Director of Undergraduate Admission

October 2009-May 2011

Concordia University, Undergraduate Admission Office, St. Paul, MN

- Provide leadership to Concordia on issues of interpretation and implementation of credit transfer policies, with particular focus on matching Concordia's policies to MnSCU to ensure smooth transfer of two-year college graduates
- Work with College Deans and Department Chairs to develop articulation agreements with local MnSCU two-year colleges
- Evaluate and adjust recruit and applicant communication plans annually
- Edit, review, and refresh admissions marketing collateral annually

Transfer Admission Counselor

April 2008-present

Concordia University, Undergraduate Admission Office, St. Paul, MN

- Facilitate all aspects of transfer enrollment process from inquiry to confirmation
- Met or exceeded recruitment goals each year; one third of the fall incoming class and spring transfer enrollment
- Complete preliminary transfer credit evaluations for prospective students; general education curriculum and major course content
- Collaborate on financial aid packaging strategies to build the transfer class
- Advocate for academically underprepared applicants in the admissions process
- Assist in planning and implementation of six New Student Orientation events each academic year
- Counsel students and families through the college application and admission process

- Implemented new policy to accept individually completed MnTC goal areas, serving MnSCU transfers with AS/AAS degrees
- Conducted training session for staff and faculty on how to read and understand DARS Reports and the MnTC
- Internship supervisor and continued mentorship of past interns
- Wrote new process for post-baccalaureate admission and proposed new tuition rate
- Copywriter for applicant and accepted student email templates
- Coordinate with offices across campus to ensure student enrollment (financial aid, advising, registrar, student services)
- Brought Yellow Ribbon Program participation to Concordia, an education benefit for eligible military personnel
- Developed Veterans Resource Center, a one-stop office for student veterans; supervised Student Veteran Liaison

Registration Specialist

August 2007-April 2008

Concordia University, Registrar's Office, St. Paul, MN

- Served in academic service office as a specialist in meeting the needs of the Concordia community relative to registration and other registrar office functions including student account holds, VA programs, and graduation

TRiO/Talent Search Program Advisor

August 2006-August 2007

Normandale Community College, Bloomington, MN

- Responsible to provide one to one and group services to 250 low-income, potential first-generation high school students
- Provided advising and referral related to academic progress, career planning, postsecondary enrollment, and student financial aid
- Maintained comprehensive and accurate documentation and records regarding all caseload participant activities
- Developed Educational Talent Search/Allstate scholarship for graduating Latino program participants
- Translated program brochures and parent letters into Spanish to reach unmet need in Latino populations

Curriculum and Instruction

Adjunct Faculty

Fall 2010

Concordia University, Student Support Services, St. Paul, MN

- Proposed and developed new course, titled "SSS201 Transfer Transitions"
- Wrote course syllabus and curriculum for Transfer Transitions, a seven week, one credit elective offered to new transfers
- Facilitated new transfer students' discovery of Concordia's campus culture, resources, and opportunities for success
- Fostered a smooth, effective, and efficient college to college transition for students
- Course is taught annually by student services staff

Professional and Community Organizations

MACAC Member 2008-present; Classroom Volunteer, St. Stephen Preschool 2015-2016; City of Richfield Arts Commission, 2011-2013; MACAC Leadership Development Program 2010-2011; MACAC Admission Policies Committee 2010-2011; Concordia Staff Organization Service Taskforce 2009-2010, Co-Chair; Concordia Staff Organization Networking Taskforce 2007-2009, member; Concordia Staff Organization Professional Development Taskforce 2008-2009, member

Education

Master of Arts, Organizational Management; May 2010

Concordia University, St. Paul

Capstone Topic: "Veterans Resource Center: Design and Development of a New Office"

Bachelor of Arts, Spanish major, Sociology major; Religious Studies minor; May 2006

University of Wisconsin-Madison

Semester Abroad, Fall 2004: Centro Granadí Español, Granada, Spain

First, please provide a summary of your work history and any relevant personal or professional activities. This could include a resume or similar summary.

Please see the attached resume for a detailed work history

Second, please answer the following questions:

1. As you think about the future of Bloomington – its people, neighborhoods, commercial areas, natural areas, transit and transportation, role in the region – what are the issues and factors that you believe are the most important for the City Council, city commissions, and staff to be considering?

I do not have a personal issue to advocate for through this committee because I view this as a listening group to help determine what Bloomington's citizens are looking for in their city. I am open to hearing the point of view of Bloomington's diverse population and hope to support our residents by recommending what I believe to be in the best interest of the city's people.

2. What does success look like in 2040 for Bloomington? What qualities or characteristics would describe the community in 2040?

Success in 2040 for Bloomington looks like happy families of all types living and participating in our community. I love going to the farmers market every Saturday and the feeling of a small town that gathers together in a casual and friendly atmosphere. The annual Heritage Days event is so fun for our entire family and I would love to see more events like this that bring the diverse population of Bloomington together.

Success in 2040 for Bloomington is when we are known throughout the region as a destination city to live, work, and find community. We will be a city where our residents choose to live here long term and actively participate in the life of the city, where they take full advantage of the civic involvement opportunities and engaging lifestyle that Bloomington provides.

3. Whether you have participated in a work group like this before or not, what do you think you bring to the group that will add value to the committee?

Though I have been part of many taskforce and special projects through my career, I have not had the opportunity to participate in a work group like this in a civic setting. I enjoy working with and learning from people who are different than me. I enjoy being challenged by others and challenged by new projects. I feel that I have much to share, including an open mind, efficient work style, and willingness to commit to the betterment of Bloomington. I would be honored to be selected to serve on this advisory committee.

SARA BETH THRONDSO

PROFESSIONAL EXPERIENCE

Senior Consultant, Environmental Resource Management (ERM), Minneapolis, MN 2007-Present

- Consultant to the energy infrastructure industry, specializing in linear projects. Provide all aspects of project management including staff hiring, review of subconsultant proposals, budget tracking, and schedules pertaining to biological field surveys, field data management, report preparation, and agency submittals for biological permits.
- Biological project manager of endangered/threatened species consultations. Specializing in survey management and avoidance/ mitigation plans for bats, mussels, and rare plants. Managed field teams, prepared and reviewed final reports.
- Prepare Migratory Bird Treaty Act compliance plans and Bald and Golden Eagle Protection Act planning.
- Prepare permitting materials during project planning stages including Federal Energy Regulatory Commission Resource Reports, U.S. Army Corps of Engineers Permits, and the U.S. Forest Service Special Use Permits as well as state natural resource agencies across the country.
- Write responses to requests for proposals to pursue new project opportunities including budgets.

Environmental Scientist, Houston Engineering, Maple Grove, MN 2004-2007 (40+ hours per week)

- Transmission Line Corridor Studies for the energy industry. Clients included Great River Energy, Minnkota Power, Xcel Energy. Conducted field work to gather environmental information including wetlands, rare features, and other siting constraints for pole placements and routing considerations and assisted in the application process to the Public Utilities Commission.
- Spill Prevention Control and Countermeasure (SPCC) Plans for the energy industry. Conducted field investigations of electrical substations to identify navigable waters or wetlands.
- Participated in metro and outstate Minnesota Watershed District plan updates. Responsibilities included writing narrative sections regarding subwatershed issues, goals and policies, and managing existing water quality data.

Program Instructor for Onsite Sewage Treatment Program, University of Minnesota, St. Paul, MN 2002-2004

- Presentations and field demonstrations to classes consisting of 50-60 contractors, designers, installers, local government staff, and other professionals on topics such as determination of seasonal high water table and use of field equipment.
- Instructed soils workshops in various locations across Minnesota for the Minnesota Pollution Control Agency professional Individual Sewage Treatment Systems certification course.

Research Assistant, University of Minnesota Graduate School, St. Paul, MN 2002-2004

- Research strategies included interviews of community members and locally elected officials, community awareness surveys. All aspects of research included a significant amount of personal communication and community interaction.

Environmental Scientist, Spectrum Research, Inc., Duluth, MN 2001-2002

- Water quality in urban watersheds: Research included determining the effects of land use on water quality. Installed ISCO automated samplers and H-flumes in an urban stream to monitor sediment, nutrients, and other water quality characteristics.
- Required extensive communication with landowners, realtors, contractors, and government agencies concerning resource constraints and data interpretation. Provided information on natural resource related inquiries.

EDUCATION

Masters of Soil Science: University of Minnesota, St. Paul, Minnesota Department of Soil, Water, and Climate

Bachelors of Environmental Studies: Northland College, Ashland, Wisconsin

Sara Thronson Response

Bloomington's Forward 2040 Advisory Committee - Request for Additional Information

1. *As you think about the future of Bloomington – its people, neighborhoods, commercial areas, natural areas, transit and transportation, role in the region – what are the issues and factors that you believe are the most important for the City Council, city commissions, and staff to be considering?*

I believe the City Council, commissions, staff and the community need to take into account factors of varying scale during the Forward 2040 planning process. Selecting some factors that have a shorter term implementation plan that will provide reward or results sooner will help the community accept changes and may help promote larger scale change. Some of the short term issues and factors include public outreach, community education, and leading by example. The City of Bloomington already has a fantastic Community Education Program and Parks and Recreation Department. We should examine common practices implemented by those programs such as potential for more sustainable use of fertilizers and pesticides (and salt and sand during winter), or classes and workshops on rain gardens or native plantings to promote sustainability in the home.

Longer term or bigger picture factors that I believe should be considered include: transportation and energy. As the infrastructure of the community ages and requires replacements or upgrade the City should implement additional measures to improve traffic flow and efficiency which will then decrease pollution. Along with improving traffic flow, comes an opportunity to increase the use of bike lanes and sidewalk improvements for walkability of our community. I also believe the City should review how the city can better participate in the cleaner energy options offered by Xcel and other initiatives that are happening in the state.

I look forward to an active exchange and selection of ideas so that the advisory committee can provide focused recommendations to the Council and Commissions.

2. *What does success look like in 2040 for Bloomington? What qualities or characteristics would describe the community in 2040?*

Bloomington is a very well managed and successful city! The participation in the Forward 2040 process will only serve to continue building on this success. I would suggest the creation of a Sustainability Advisor position on the Planning Commission Staff. While the whole Planning Commission is striving to implement sustainability into the Comprehensive Plan, a Sustainability Advisor position could be a liaison between City Departments, facilitate the exchange of ideas, and look for opportunities to implement sustainability. I believe success in 2040 will be demonstrated by a better sense of community felt by residents. A positive characteristic of success is the elimination of the implied divides between east and west Bloomington. A decision to prioritize the improvement of aging buildings, shopping centers and affordable housing will also help ease this divide.

3. *Whether you have participated in a work group like this before or not, what do you think you bring to the group that will add value to the committee?*

I have not participated in a work group like this before and almost jumped out of my chair with enthusiasm when I read the description on the City's website. I believe that I bring traits including energy, patience, and listening as well as a professional skill set including team management, technical writing, and long term planning. When I attended the Town Hall at Jefferson High School I observed the attendees were slanted towards retirement age. I provide a perspective from a family raising children that are in Bloomington elementary schools which is valuable.

My husband and I plan to live in Bloomington for a very long time and I hope to see some of the ideas adopted in the 2040 planning process come to fruition!

Molly Rink

Bloomington, MN

WORK HISTORY

Project Coordinator Intern, Walk-Friendly Communities Assessment July 2015 - December 2015
CITY OF SEBASTOPOL and CITTASLOW SEBASTOPOL, Sebastopol, CA

The City of Sebastopol partners with and funds the local non-profit Cittaslow Sebastopol, a branch of the international Cittaslow ("Slow City") organization promoting more livable communities by applying principles of the Slow Food movement to community planning.

- Collaborated with the City of Sebastopol Planning, Engineering, and Public Safety Departments, the General Plan Advisory Committee, the Complete Streets Advisory Committee, Cittaslow Sebastopol Co-Chairs, and other community leaders to evaluate and document pedestrian safety and walkability initiatives and policies.
- Coordinated writing, editing, and submission of the 40-page City of Sebastopol application to the national Walk-Friendly Communities Program, administered by the University of North Carolina's Highway Safety Research Center.
- Results: In May 2016, the City of Sebastopol was officially designated a Bronze-Level Walk-Friendly Community, one of only eight Walk-Friendly Communities in California, and one of 58 in the United States.

Campus Planning and Sustainable Design Intern June 2014 - September 2014
ST. OLAF COLLEGE, CAMPUS PLANNING & FACILITIES DEPARTMENT, Northfield, MN

Member of a 7-person design and build team on a summer contract.

- Developed a project timeline.
- Designed and constructed the green renovation of a campus-owned house.
- Plotted and installed a neighborhood bioswale for campus stormwater management.
- Designed and built a 50-foot diameter, landscaped labyrinth on the campus quad.
- Created and managed the Rebuilding Green website, an online hub for student-led sustainability initiatives.
- Communicated with the public about our summer projects through our website and press interviews.

Senior Bakery Assistant September 2010 - May 2014
BON APPÉTIT MANAGEMENT COMPANY, St. Olaf College, Northfield, MN

National food service company providing "food service for a sustainable future."

- Trained, supervised, and coordinated workflow with new co-workers.
- Collaborated with catering department to provide custom orders under tight deadlines.
- Worked independently and with a team on high-volume bakery production.

VOLUNTEER ACTIVITIES

Community Planning Volunteer

January 2015 - June 2015

CITTASLOW SEBASTOPOL, Sebastopol, CA

- Wrote and submitted an America Walks micro-grant proposal.
- Facilitated public outreach and engagement at Cittaslow Sebastopol's Farmer's Market booth.
- Helped organize the 2015 Celebrate Sebastopol! event to promote Cittaslow Sebastopol.

EDUCATION

SONOMA STATE UNIVERSITY, Rohnert Park, CA

Spring 2015 - Spring 2016

Three semesters of part-time graduate studies in **Urban Planning** in the Environmental Studies and Planning (ENSP) department. 3.79 GPA, 21 semester credits earned, transferable to a Master's program in Urban Planning.

- **Coursework:** Introduction to Urban Planning, Urban Planning and Methodology, Senior Urban Planning Seminar: Issues in Professional Practice, Planning for Healthy Communities, Senior Urban Planning Workshop Semesters I and II, and Urban Design Studio.
- **Significant Projects:**
 - Team project for Senior Urban Planning Workshop: Development of a General Plan for the adaptive reuse of the historic, 1,000 acre Sonoma Developmental Center in rural Sonoma County, California.
 - Selected as one of four editors to lead 18 fellow students in the Senior Urban Planning Workshop semester-long final professional project and presentation to key stakeholders.
 - Individual research paper and presentation, "Healthy Communities Comprehensive Plan Element for the City of Northfield, Minnesota," focusing on how to provide safe pedestrian routes to access essential services, and how to further encourage non-motorized transportation and active living within the City of Northfield.
- **Memberships and Activities:**
 - American Planning Association member. Attended the 2015 APA National Planning Conference in Seattle, WA and the 2015 APA California Chapter Conference in Oakland.
 - Student Planning Association member.

ST. OLAF COLLEGE, Northfield, MN

Bachelor of Arts: May 2014

- Major: **Psychology**, Minor: **Environmental Studies**

SKILLS

- Microsoft Office (Word, Excel, and Powerpoint)
- Google Drive programs (Google Docs, Sheets, Slides, and Forms)
- Social Media (Including Facebook, Twitter, and Instagram)

Molly Rink

September 28, 2016

Forward 2040 Advisory Committee Supplemental Questions

Supplemental Questions:

- 1) As you think about the future of Bloomington – its people, neighborhoods, commercial areas, natural areas, transit and transportation, role in the region – what are the issues and factors that you believe are the most important for the City Council, city commissions, and staff to be considering?**

As I think about the future of Bloomington -- its people, neighborhoods, commercial area, natural areas, transit and transportation, and its role in the region -- the issues and factors that I believe are the most important for the City Council, city commission, and staff to be considering are: walkability, sustainability, and community identity and vibrancy. I see these three factors as being the most vital to Bloomington's success. Without walkability, Bloomington loses the possibility of a true downtown core, which is vital for a cohesive community identity. In addition, the lack of walkability suppresses the ability of local businesses to thrive and makes Bloomington a place to pass through instead of a place to visit. Increased walkability, sustainability, and community identity can help make Bloomington a more thriving, vibrant community to live, work, and visit.

- 2) What does success look like in 2040 for Bloomington? What qualities or characteristics would describe the community in 2040?**

The qualities and characteristics that would describe Bloomington in 2040 would be walkability, sustainability, and community identity and vibrancy. When these goals are successfully accomplished, Bloomington will be centered around a Main Street and walkable downtown core where the community gathers, shops, and holds events. Local businesses will be supported, flourish, and draw visitors from out-of-town. Bloomington will have a strong community identity, fostered by creative placemaking, and distinct neighborhoods. There will be

improved public transportation, walkability, and bikeability, which will allow for greater access to all areas of Bloomington and reduce the dependence on cars. This is my vision for what success will look like in Bloomington in 2040.

3) Whether you have participated in a work group like this before or not, what do you think you bring to the group that will add value to the committee?

I believe that I can add value to the committee by bringing my experience in the comprehensive planning process, my current planning education, and my lived experience in cities that have successfully undergone similar visionary changes to make themselves more walkable, sustainable, and vibrant.

My experience in the comprehensive planning process began when I regularly participated in the City of Sebastopol Comprehensive Plan Update as a community member, from Fall 2014 to Spring 2016. As a participant, I was able to learn and observe the process of the Comprehensive Plan Advisory Committee successfully coming together, with public input, to organize and create a visionary long-range planning document.

In addition to my experience in the comprehensive planning process, I also have formal Urban Planning education -- three semesters of graduate coursework in Urban Planning at Sonoma State University near San Francisco. While at Sonoma State University, my coursework included a year-long Senior Urban Planning Workshop, in which our class worked as a group to write and produce a complete Comprehensive Plan focused on the adaptive reuse of a historic, 1,000 acre property in Sonoma County, California. As part of this experience, I learned the intricacies of long-term group collaboration and how to create a cohesive, comprehensive planning document.

Beyond my planning education, I also have lived experience in cities that have undergone similar visionary changes to make themselves more walkable, sustainable, and vibrant. I have observed the tangible benefits of changes to cities I have lived in such as Sebastopol, California and Northfield, Minnesota. In Sebastopol, some of the changes that had major impact were the improved safety and visibility of pedestrian crosswalks downtown, and the added vibrancy of the Barlow development downtown, an adaptive reuse of a historic apple processing and canning facility into a hub for locally-owned businesses. In Northfield, one of the best changes was the

increased frequency of local public transit during my time at college, which provided a car-free means for both college students and local residents to access different parts of the town. As a frequent walker and public transit rider, I saw and experienced the huge impact these changes had, both in encouraging usage of alternative modes of transportation and providing greater access to the downtowns.

I hope to continue my engagement with city government by being a part of the Forward 2040 Advisory Committee to make Bloomington a more sustainable, walkable, and vibrant place to live.

Education:

Master of Public Administration, Oakland University, 2014.
B.A. in Political Theory; B.A. in International Relations, MSU, 2000.

Languages:

Native level Spanish speaker, reader and writer.
Intermediate level French speaker and reader.

Job Title: United Way 211 Certified Information and Referral Specialist, Bloomington 2014-

Skills Relevant to Committee:

Communicate availability and eligibility requirements of non-profits and government resources to consumers.
Interpret qualitative and quantitative data on a daily basis.
Summarize information from a variety of stakeholders in a concise yet meaningful way.
Adapt information delivery to meet audience needs. present micro and macro information depending on audience and client needs.
Research vast databases (have learned two data entry programs within 2 years) and deliver needed information without jargon.
Maintain a 95 percent quality measurement rating amongst consumers while still meeting efficiency metrics.
Advocate for callers when systemic shortfalls prevent persons from receiving eligible services.

Job Title: General Sales Specialist for Victoria Secret, MOA; August-

Skills Relevant to Committee:

Persuade customers to purchase items that are pleasing to them, and simultaneously meet demanding sales metrics.
Relate well to a very diverse clientele and staff.
Risk embarrassment by learning new skills.
Practice cash handling and internal auditing procedures.
Work approximately 60 hours per week to diversify my quantitative and qualitative skill set.
Connect customer satisfaction to bottom line.

Job Title: Merchandising Manager for Barnes and Noble, downtown Minneapolis 2012-2013

Skills Relevant to Committee:

Motivated team to meet sales metrics despite decreasing customers.
Professionally addressed loitering to ensure safety and customer atmosphere.
Worked past scheduled hours to ready the store for District Manager visit.
Re-trained staff to improve personal sales metrics.

Job Title: Head Cashier, Barnes and Noble, Rochester MI 2011- 2012

Skills Relevant to Committee:

Handled cash quickly and accurately.
Followed cash handling best practices.
Interpreted sales reports; adjusted personal selling approach accordingly.

Education:

Master of Public Administration, Oakland University, 2014.
B.A. in Political Theory; B.A. in International Relations, MSU, 2000.

Languages:

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SUSANNE K. SMITH

Bloomington, MN

Professional

Employed for 35 years in the public service sector--Hennepin County Court Services, Hennepin County Community Corrections, Minnesota State Courts; Retired 2011
Managed a federally mandated program which trained paid & volunteer staff to be special advocates for the best interests of abused and neglected children during juvenile court proceedings
Served on national and state training committees; developed training curriculum; served on national and state governing boards
Participated in several visioning and long range planning efforts at both Hennepin County and the Minnesota State Courts

Education

Diploma, Hopkins High School, Hopkins MN, 1970
Bachelors Degree, Social Work/Psychology, Valparaiso University, Indiana, 1974
Masters Degree in Social Development (Community Organization, Research, Administration), University of Minnesota, Duluth, 1975

Personal

Bloomington homeowner since 1983
Recipient of 2016 Bloomington HRA Curbside Appeal Loan
Primary caretaker for elderly parent
Volunteer at VEAP: Transportation Scheduler, Outreach, Food Shelf
Preparation & Serving at weekly community dinner at Bloomington church

1. Future of Bloomington...issues and factors

Planning efforts should make use of the latest data on trends, projections, science and advancements in technology. Successful efforts in comparable municipalities should be studied. The rapid pace of change requires attention to multiple factors and their interrelationships and impacts. Staff and leadership must think comprehensively, analyzing information to be used as the basis for an integrated, "doable" plan that balances the various factors with the needs of the diversity of people who live, work and contribute to Bloomington.

For example: as a result of my current work at VEAP I am especially aware of the transportation needs of disabled persons/low income seniors who no longer drive and

1. continued

have physical limitations that make walking and carrying items difficult. Reliable

transportation options are limited at present and our mobile society leaves a growing number of seniors isolated without family near by to provide critical assistance with their range of needs. At the same time, we hear about "aging in place" and see the construction of new senior residences. We learn about "millennials" who are not buying cars and looking to live in communities with services/amenities within walking distance or accessible by public transportation. With a few notable exceptions, we continue to be largely "car" oriented. Transportation is a regional issue with significant ramifications for a growing number of people who wish to live and work in Bloomington.

2. *Success in 2040...Qualities and Characteristics*

Bloomington is skillfully managed and forward thinking

This is a multi-generation community where people take pride in their city and neighborhoods, respect diversity and participate in the life of the community

Housing, businesses and civic buildings are well maintained and functional

There are excellent schools

Parks and recreation areas are inviting and accessible to all ages

Police, fire and emergency services continue to be highly professional and responsive

A healthy business sector provides employment and economic growth

There are sufficient transportation options

There is a safety net for vulnerable residents when there are gaps in public/private services

The city is proactive in regional, state and national initiatives that promote its well being

3. *What do you think you will bring to the group that will add value to the committee?*

Willingness to do homework and prepare for meetings

An open and inquiring mind, curiosity

Ability to ask questions and think critically

Life experience

Forward 2040 Advisory Committee/Susanne Smith

09-28-16

Forward 2040 Advisory Committee Application

SUSANNE K. SMITH



Bloomington, MN [REDACTED]
[REDACTED]
[REDACTED]

Professional

Employed for 35 years in the public service sector--Hennepin County Court Services, Hennepin County Community Corrections, Minnesota State Courts; Retired 2011
Managed a federally mandated program which trained paid & volunteer staff to be special advocates for the best interests of abused and neglected children during juvenile court proceedings
Served on national and state training committees; developed training curriculum; served on national and state governing boards
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Willingness to do homework and prepare for meetings

An open and inquiring mind, curiosity

Ability to ask questions and think critically

Life experience

Carlos D. Maciel Montes

Bloomington, MN

1. As you think about the future of Bloomington – its people, neighborhoods, commercial areas, natural areas, transit and transportation, role in the region – what are the issues and factors that you believe are the most important for the City Council, city commissions, and staff to be considering?

Police service to stay strong, respected and connected to the community. Feeling safe in the community is very important. Keeping the Mall of America a safe place for residents and visitors for gathering and shopping. Also, encouraging neighborhood crime watches, so that residents can help prevent and report any illegal activity and to discourage criminals from setting up shop in Bloomington to sell or traffic drugs.

Developing vibrant commercial nodes. Millennials prefer to live in close proximity to where they shop, work and socialize. It will be important that our community develops in a way so that Bloomington is a place where the next generation desires to live, work, do business and socialize. Penn and American is turning into a great example of a draw for millennials, but we need more.

Preserve the natural areas and resources; clean up water run-off and creeks. Bloomington is rich in nature preserves, parks and water resources. Bloomington could use what it has to promote lawn, garden and snow removal care that is environmentally friendly. Bloomington could be a leader in this field both locally, regionally and nationally. Addressing this issue, as a leader, could put Bloomington on the map for a new reason. It could be yet another reason for visitors to Bloomington, new jobs in Bloomington, and make Bloomington even a nicer place to live.

2. What does success look like in 2040 for Bloomington? What qualities or characteristics would describe the community in 2040?

Bloomington is diverse. It is a destination city in its own right with the mall of america and the airport hotels. Yet it is also a home-town, a suburb and a key link to the rest of the metro area. It has working class and professionals. new immigrants, natives, and multi-generationals. It is urban and it is nature. These valuable qualities bring innovation and rest. We need to preserve and capitalize on each of these characteristics.

3. Whether you have participated in a work group like this before or not, what do you think you bring to the group that will add value to the committee?

I have not participated in a group like this before, but I am eager to take part in playing a small part in shaping the community I raise my family in and have called home for the last 10 years.

There are a few things that I will bring to the group that will add value to the committee. For starters, I will bring the perspective of a fully integrated immigrant. I was born and grew up in Mexico then moved to Minnesota as a young adult. Since moving to Minnesota, I have gone to university, started businesses, and have had a family.

My household is multigenerational, and includes my mother-in-law, my wife, and my 16 year old daughter. My mother-in-law is also an immigrant, from Canada. My wife is self-employed and works from our home in east Bloomington. We homeschool our daughter. My household has traveled extensively throughout North America and Europe. This background has exposed me to different ways of doing things and I can bring these experiences to the group.

Finally, I have been practicing real estate sales since 2006, prior to which, I was a mortgage loan originator. This career has allowed me to interact with native Minnesotans, out-of-state clients, people from a wide array of ethnic backgrounds, and a variety of ages. It has given me a sense not only of what they are looking for in the purchase of their home, but also the community that they want to be a part of. I have also learned from home owners who have sold their homes in Bloomington, why they are moving out of Bloomington and why the new comers decided to move into Bloomington.

Carlos D. Maciel Montes

Bloomington, MN

Brief Summary of Work History

2006-Current

Realtor, Real Estate Sales Person, Real Estate Broker, Residential and Commercial Real Estate Sales. I currently work under Bridge Realty at 1101 E 78th Street, in Bloomington. Previous to my current situation, I have worked under various other brokerages, including RE/MAX Advantage Plus, RES Realty, and Edina Realty. I have also owned an independent brokerage called Asset Redemption Services and ARB Realty. I have worked extensively with the latino community and from 2006-2009 hosted a real estate radio show on the Spanish speaking station 107.5FM La Mera Buena.

2004-2006

Mortgage Loan Originator

I worked for Ambassador Mortgage and Cascade Mortgage in Minneapolis and Richfield.

1997-2009

Entrepreneur

- Cardimex Impact Promotions which was operated from my home office 2002-2009
- Taco a Taco Restaurant which was located in south Minneapolis 2000-2002
- Carrera Express which was located in south Minneapolis 1997-2002
- Carrera Market which was located in Richfield 1997-2001

John C. Stanley

Bloomington, MN

Received
9:17pm
9/28/16

September 28, 2016

Dear Mayor Winstead and Members of the City Council,

I greatly appreciate the opportunity to be considered for Bloomington's Forward 2040 Advisory Committee and I hope that the following will help give you a sense of who I am and why I am interested in being part of this exciting process, as well as answer the specific questions you have asked.

My family moved to Bloomington in 1964 when the family business, Stanley Iron Works, built their new facility near the corner of what is now American Blvd. and Nicollet Avenue—the building now occupied by Micron Molding, directly across from the Sam's Club. My parents' wanted not only to move closer to my dad's work but, more importantly, to get my sister and me out of the Minneapolis school system and into the then much admired Bloomington school system.

We moved in time for me to start 7th grade at Penn Junior High and I finished up at the old Lincoln High School in 1970. In addition to a variety of school activities (sports, class president, Honor Society, band) I was elected to the first formally elected Bloomington Youth Council, officially recognized and fully supported by both the Bloomington City Council and the Bloomington School Board. I was elected the Youth Council's first President. The following year, I was appointed as the first youth on any of the city's commissions, the Bloomington Youth Commission, one of the first city commissions anywhere in the country to have youth members. The following fall, I began college at the University of Minnesota and moved out of the house—and out of Bloomington.

I dropped out of school my second year as I was uncertain what I really wanted to do *and* I had been invited to join an old friend's (*from Bloomington*) new band. So for the next five years or so I made my living (such as it was) working around the five state area playing trumpet in an eight-piece horn band, playing high schools and colleges, private parties, and night clubs. Along the way, I went back to the University part time, even as the band worked more and more and I also started "booking" bands for the agency that handled our group, eventually becoming the office manager.

But I finally decided things had pretty much run their course and that the music business just wasn't what I wanted to do for the rest of my life. So I left the music business and went to work for the family business to see if *that* was what I wanted to do. I worked in the shop, and then the office, eventually taking over the management of one of our product lines, all while continuing classes part time at the University of Minnesota. But after five years in the family business I knew that just wasn't going to work—as did one of my close friends. He suggested that I talk to his manager at what was then known as Paine Webber Jackson and Curtis, a national investment securities firm. I went in for an "informational" interview and was offered a job which I accepted.

This was in 1980 and I was still going to school part time and evening classes but a few years later, while still working full time, I graduated with a Bachelor of Science, cum laude, after designing, with the help of my advisors, what was then the first degree in Organizational Behavior—now part of the graduate degree program offered at the Carlson School of Management. As best I can tell, it appears to be very similar to the degree program that I originally designed which focused on the study of small working groups of people in the context of larger organizations. After all these years, it seemed that my experiences on the Bloomington Youth Council and the Bloomington Youth Commission, as well as my years in the band, at the agency, and at Stanley Iron Works all helped lead me to my eventual degree choice.

In 1988 I left Paine Webber and became an *independent* Financial Advisor, affiliating with what is now known as Raymond James Financial Services, the independent financial services division of Raymond James Financial, Inc., one of the few remaining independent national brokerage and financial planning firms in the country. As an independent Financial Advisor I own and run my own small business, Investment Management Services, Inc. located at 8009 34th Avenue South, the Riverview Office Tower (the old One Appletree Square.)

In 2009 my wife and I moved back to Bloomington, moving back into the house that my parents built and where I lived during junior and senior high schools. Since coming back I have tried to re-involve myself in the community. I live on the west side of town and work on the east side, I am on the board of the Bloomington Community Foundation, and I belong to the Bloomington Chamber of Commerce, sitting on the Public Affairs Committee and chairing its Grow Minnesota sub-committee. I am also just finishing up my responsibilities as a member of the Bloomington Community Center Task Force.

Addressing your request for additional information related to my 2040 vision, first, as I think about the future of Bloomington, I can't help but think of its past—at least the past that I knew. The Bloomington of the 60s and 70s had excellent schools and vital neighborhood commercial nodes. And while there was, even then, a kind of east Bloomington-west Bloomington divide, it was perhaps a less pronounced type of blue collar-white collar economic difference than what I sense it has become today, one which is further complicated by its increasing ethnic differences.

Also, I am uncertain about just how our schools are doing as I see different and somewhat confusing graduation and performance statistics depending on the source. Our once vital neighborhood commercial nodes are now, in large part, not so vital anymore. And while our attention has been largely, and successfully, turned to the development of the American Boulevard corridor, specifically South Loop, Penn American, and Normandale Lakes, our neighborhood nodes like 90th and Penn or just about anywhere along East Old Shakopee Road, suffer greatly. I recognize that there are many factors that have led us to this point. Nonetheless, I feel that our neighborhoods are an important issue that we need to address—for a variety of reasons—and the sooner the better.

With respect to the other items mentioned in this first question, I think we're in pretty good shape as far as our available natural areas go but much must be addressed in terms of improving access. And while Bloomington does an admirable job trying to keep up with street maintenance, a much better city wide public transportation network would be, well, much better.

Your second question asked about my vision of what Bloomington looks like in the year 2040. Well, I certainly see nice big shiny buildings, and a few “big box” stores but, more importantly (and in no particular order), I see –

- schools with higher graduation and college preparation rates,
- less division (for lack of a better term) between the east and west side,
- better city-wide transportation,
- vital neighborhood nodes with small stores, non-chain restaurants, coffee shops, and even a few neighborhood bars,
- a new and modern community center, used by everyone—a place that is the real *center of the community*, a place that people think of when they want to get together,
- a trails and parks system that is enthusiastically and regularly used,
- community gardens,
- an even bigger Farmers’ Market
- no homelessness and no hunger,
- a continued high employment level—with even better paying jobs and not just more hotels (although I happily recognize the importance of the hospitality industry to Bloomington),
- a Lyndale Avenue that could rival “Eat Street” in south Minneapolis,
- an Old Shakopee Road that excites from end to end but in a different way than an American Blvd. that is, by then, one of the most alive, and interesting commercial, retail, *and* residential boulevards in the metro area.
- and a population that has grown over twenty-plus years, and that is made up of both our currently aging population (I sure hope to still be around by then) as well as an increasing number of young families, attracted by our vital and exciting community—the young families that we need to support all of the above and to keep Bloomington a thriving community, not a dying one.

Finally, I believe that I can help out on the City of Bloomington Forward 2040 Advisory Committee because I have some historical perspective to contrast to our current condition. Additionally, I both live and work in the city—and on opposite sides of the city. And since moving back to Bloomington I have generally tried to re-involve myself in our city, becoming active in both our business and non-profit communities.

I am excited to have a chance to participate in the planning process for Bloomington’s next twenty years and I sincerely hope that you will consider me for advisory committee membership.

Respectfully,

A handwritten signature in black ink, appearing to read "John C. Stanley". The signature is fluid and cursive, with the first name "John" being more prominent and the last name "Stanley" following in a similar style.

John C. Stanley

Dargan, Denise

From: Jacobs, Sara [REDACTED]
Sent: Thursday, September 29, 2016 8:00 AM
To: Dargan, Denise
Subject: 2040 Advisory Questions

Received
8AM on
9/29/16
Denise printed LinkedIn
profile.

Hi Denise,

Here is my LinkedIn profile which contains a summary of my work history: <https://www.linkedin.com/in/sara-jacobs-9a11768b>

1. A successful Bloomington starts with its residents – keeping our current residents happy and growing a Bloomington that attracts new residents. How do we do that? Creating new housing options for our aging population to transition into (resort communities) will open up inventory for new young residents to move in. This should be on our radar. Putting thought into more magnet schools, like Hillcrest, to focus on teaching our children in unconventional ways – not necessarily by standards. Not everyone learns the same. Continuing to better our parks and lakes and grow our trail systems is essential. The amount of parkland that Bloomington has exceeds all other suburbs and is extremely attractive. Updating commercial areas and helping make our neighborhoods more 'walkable'. Walkability is highly sought-after. Adding small, unique businesses, restaurants and pubs instead of big-box stores and chain restaurants. Lastly, I think we should think about social media and our digital profile. About being more 'visible'. Bloomington is perfectly located, North of the River, and you can get anywhere in 15 minutes or less, yet we get forgot about too quickly. I want that to change.
2. Success in 2040, to me, looks like a thriving, inclusive community with inviting spaces that encourage community members to gather. Collaboration between residents and city government. A redefined school system that is research and practice driven. Commercial and housing that is designed for maximum efficiency. Park and trail systems compared to none.
3. With my unique work and educational background, I will be able to provide a snapshot of what other communities are doing, what is working, and what attracts certain people to certain places. I have kids in our school system, a Bloomington native husband, and am extremely involved in my neighborhood and community – I am passionate about Bloomington! In addition, I am a great listener and work well in a collaborative, team environment. I am extremely excited to get others opinions, ideas, concerns, and build off of those together – all working towards the same goal.

Thank you so much for this opportunity. Please feel free to contact me with additional questions or for more information.

Best,

Sara Jacobs
Realtor & Associate to Jacqueline Day
Edina Realty | City Lakes

Office: [REDACTED]

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Sara Jacobs

105
connections

Realtor & Associate to Jacqueline Day, Edina Realty

Greater Minneapolis-St. Paul Area | Real Estate

Current Edina Realty
Previous BodyWorks Physical Therapy, Inc, Edina Realty
Education Bemidji State University

View Sara's full profile. It's free!

Your colleagues, classmates, and 400 million other professionals are on LinkedIn.

[View Sara's Full Profile](#)

Summary

Realtor and Associate to Jacqueline Day, Edina Realty's top producing agent with 90+ units sold in 2015. Extroverted and industrious to the core, I take the buying and selling experience to the next level using a collaborative and educational approach. Whether I am creating strategic listing preparation plans to achieve optimal pricing for our sellers or actively listening to our buyers needs and lifestyle goals, my clients best interests are top priority. As a trusted client advocate, market expert, and negotiating powerhouse with 14+ years in the Real Estate industry, navigating clients through their Real Estate journey is my passion.

If you are thinking about selling or simply exploring the possibility of home ownership, I would love the opportunity to help you achieve your goals.

Experience

Realtor & Associate to Jacqueline Day

Edina Realty

March 2011 – Present (5 years 7 months)



- Analyze housing markets, neighborhood demographics and assess property values. Inform and educate clients, create and present best buy/sell strategies based on market data and client goals.
- Identify and develop home improvement strategies to achieve optimal pricing. Coordinate Contractors, Vendors and Inspectors to adhere to tight deadlines and strict budgets
- Identify and present opportunities for home buyers after actively listening to needs and understanding motivations. Negotiate purchase terms and contingencies, represent clients at inspections and closings.
- Liaison between our team of internal partners including Lenders, Appraisers, Closers, and Realtors.

Marketing Director/Billing Specialist

BodyWorks Physical Therapy, Inc

2010 – 2011 (1 year)

- Management of professional relations between referring Doctors and Physical Therapists to ensure positive rapport and continuous business
- Created marketing pieces and managed promotions
- Founder and leader of a Holistic Healthcare networking group
- Supervisor of medical billing and front desk operations
- Client Care Coordinator

Find a different Sara Jacobs

First Name Last Name

Example: Sara Jacobs



Sara Jacobs
Policy Advisor, Hillary for America
United States



Sara Jacobs
Territory Manager at Morel Eyewear
United States



Sara Britton Jacobs
Local Sales Manager at Comcast
Spotlight
United States



Sara Jacobs
Multi-Market Manager at Groupon
United States



Sara Jacobs
Ally Home & Hospice Account
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United States

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Pharmacist at Fairview Prior Lake
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Jacqueline Day
Realtor at Edina Realty

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SYSTEM CONSULT LTD

Emily Nebben
3rd Grade Teacher at Bloomington
Public Schools

Jessica Hoium
Senior Consumer Relations
Specialist at UnitedHealth Group

Josh Beissel
Senior Test Engineer

Tami Krause

Aaron Krause
 What's LinkedIn? Join Today Sign In
 Territory sales manager at Syngenta

Listing & Sales Coordinator

Edina Realty

2000 – 2010 (10 years)

- Possess a vast knowledge of the Real Estate process and departments within Edina Realty in order to quickly and efficiently transfer clients to the appropriate representative.
- Customer service specialist, creating positive customer relationships to ensure satisfaction and a superb representation of Edina Realty.
- Management of reception duties including but not limited to answering phones, setting up appointments, inputting listings into MLS, office organizational projects, party planning and employee training.
- Assist agents with countless miscellaneous tasks.

Volunteer Experience & Causes

Temporary Housing Specialist

Homeless Families Moving Forward

January 2015 – Present (1 year 9 months) | Poverty Alleviation

Event Planning Committee & Silent Auction Coordinator

Westwood Elementary

2014 – Present (2 years) | Education

Vice President

Westwood Elementary PTA

May 2015 – Present (1 year 5 months) | Children

Our mission of the Westwood Elementary PTA is to support and enhance the overall learning environment at Westwood and strengthen the relationship between home and school. The PTA staffs and supports classroom programs, parent communications projects and community-based programs.

Skills

Real Estate Project Management Home Staging Residential Homes

Real Estate Transactions Client Relations Office Administration Sales

Marketing Strategy Billing Systems Event Planning Listings Short Sales

Buyer Representation Foreclosures Referrals Buyers

Education

Bemidji State University

Social Work

2003 – 2007

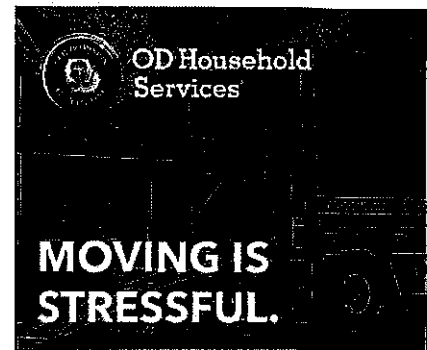
Inver Hills Community College

Criminal Justice and Corrections

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Managers like Sara

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Certifications

Certified Home Marketing Specialist

Real Estate Marketing

October 2014 – Present

View Sara's full profile to...

- See who you know in common
- Get introduced
- Contact Sara directly

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